

Tara L. Burgess. Self-Reported Reasons for Copyright Infringement on the Web. A Master's paper for the M.S. in L.S. degree. August, 1999. 140 pages. Advisor: Gregory B. Newby.

This study surveyed potential copyright infringers using an anonymous Web questionnaire. The survey attempted to discover the reasons that Web authors of personal pages violate copyright laws in creating their Web pages. It attempted to determine their basic knowledge of copyright and to elicit their rationales for violating copyright.

Forty-three usable surveys were returned over two weeks. The most common rationales for posting copyrighted images to the Web was that their use was non-profit and constituted free advertising for the creators of the copyrighted materials. Most respondents rated themselves as "pretty knowledgeable", with almost as many indicating they "didn't know much". This survey affirmed that disdain, ignorance, convenience and perceived anonymity were present in Web authors violating copyright. No one factor was found to be predominant.

Headings:

Copyright-Computer-stored-information

World-Wide-Web-Legal-aspects

Copyright-legislation

Freedom-of-information

Surveys-Copyright

SELF-REPORTED REASONS FOR COPYRIGHT
INFRINGEMENT ON THE WEB

by
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A Master's paper submitted to the faculty of the School of
Information and Library Science of the University of North
Carolina at Chapel Hill in partial fulfillment of the requirements
for the degree of Master of Science in Library Science.

Chapel Hill, North Carolina

August, 1999

Approved by:

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Introduction

The role of copyright in American life is a large one. Copyright effects most of what we do for entertainment; the books we read, the cartoon shows we watch, the songs we listen to, the amusement parks we visit and the Web pages we create. Yet the average American does not seem to honor this wonderful copyright idea that the founding fathers thought important enough to place in the United States Constitution. At the time of this writing few studies were found to have looked at violation of copyright and even fewer to have looked at the violation of copyright involving personal computers. Yet one does not require a research study to observe that any visit to Kinko's or a library or a Phish concert will turn up illicit copies in various formats. The Web has ample evidence of infringement as well, indeed it may be the perfect example of the spread of "ideas", copyrighted or not. For the average American copyright seems to be a matter of "can" and not of "should not". As photocopiers, personal computers, scanners, the Internet and the Web successively made the copying and distribution process ever easier the general public has less time to consider what the "right thing" to do is and has had even more ease in "just doing it." This paper will examine the current thinking on methods for impeding copyright infringement and will consider the results of survey exploring the attitudes, opinions and knowledge of copyright of those who infringe copyright on the Web.

Short history of copyright:

The concept of copyright started with a revolution in information technology: the printing press. The printing press made it possible to create illicit copies more cheaply and to make them relatively quickly in numbers that for the first time could really cut into the original “owner’s” profits. Anglo copyright began as a way to protect the rights and profits of publishers from others with a copy of their book and a printing press. At the same time it was actually an effective way for the Crown to enlist the publishers’ assistance in censorship. By only granting rights to produce Crown approved works, the British Monarchy was able to control the flow of printed information. As British society evolved and the monarchy could no longer support these monopolies, the publishers had to prove that author, and therefore publishers as their assignees, had rights to their intellectual productions. This resulted in the Statute of Anne, which recognized not only the rights of authors and assignees but also the rights of society to benefit of these intellectual efforts. Both this first copyright statute in England and the first American legal recognition in the U.S. Constitution, speak of the purpose of copyright being to support the expansion of knowledge for the good of society and not just the enrichment of the authors and publishers (U.S. Constitution, Section 8, clause 8). These seemingly opposing facets of copyright law have never been fully reconciled and there is still considerable debate about the ideal balance of these rights (Patterson & Lindberg, 1991). Copyright law consists not just of written law, but common law as represented in the judgements of courts balancing written law and actual social practice. Yet the general public does not know about copyright’s rich history and generally doesn’t care.

From its beginnings copyright has never been 100% effective. As each new level of technology makes it easier to violate copyright, the motivation of infringers becomes more important to achieving compliance with copyright law. Currently, anything that can be seen on your screen in a Web browser can be saved to your computer for manipulation and use at a later date. Due to the modularity of Web pages and the way the Web operates, when you view a Web page you get useful little building blocks for your own creations delivered right to your desk. Simply right click on the desired element, choose save and you have a copy for your own use.

As more and more information, art and music arrive on the Web, the issue of intellectual property is becoming a serious issue for publishers, businesses, Internet Service Providers, authors and creators of intellectual property. This is no less an issue for libraries, as our “traditional” sources migrate to the Web and licensing and enforcing the terms on our users becomes a nightmare. Even for depository libraries, who are often dealing with non-copyrightable federal information, copyright is still a major issue due to the trend to not only move federal information to the Web, but also to charge for its use in a manner resembling copyrighted materials.

How the development of the Internet and the Web effects copyright:

The Internet began in the late 1960's as a U.S. military project to create a non-centralized network that would be capable of relaying messages even if several nodes were disabled so that an enemy could not knock out military communications. By creating multiple alternative routes, it became impossible to control the network from a central point.

Originally set up at UCLA, Stanford, UCSB, and the University of Utah, as the ARPAnet

project expanded and new internets were spawned, more academic institutions got involved and academia began to use the Internet to communicate and collaborate. The emphasis for academia was to share information and to cooperate.

In 1989 Tim Berners-Lee at CERN in Switzerland started the World Wide Web when he came up with a way for high-energy physicists to share data and documents. The Web was intended as a method for academics to share information. This purpose still drives what happens today on the Web; people on the Internet and the Web are used to sharing what they have and getting things for free as well.

As the Internet became international a blurring of national identities began. The Web really accelerated that process with point and click navigation and lots of images and multimedia to entice people to enter and explore the Web. With the web, it is often difficult to know what county the page you are viewing came from. Peoples of many nations can now communicate directly, without any centralized control. These people learn from one another, with little regard for where each lives. This is of course problematic in when legal problems arise, as different countries have different laws and ideas about which may govern what is acceptable online.

The Web is facilitating more participation within nations as well; consumers complain directly to companies and take action against companies in mass emailings. Citizens use the Web and the Internet to complain to their local, state and federal governments. People can and do form new organizations online dedicated to particular interests with or without regard to locality, from fan clubs to local environmental action groups. The Web allows for direct and immediate feedback and interaction with interest groups, companies and governmental agencies.

The Web, by virtue of its distributed architecture, lends itself to the spread of information without regard to national or social boundaries. Its technology shares that information without regard to copyright law as well. The way the Web currently functions, each time a person clicks on a link to a page, their computer automatically stores a copy of all the files required to make up the resulting Web page in a temporary cache. A user can right-click on any image or link to a sound and save a copy for their own use on their computer. A very few Web sites have begun using Java to load images directly without their being placed in a local cache, but the security of that technique is not known. At present, however, there are very few pages using this method.

Research Question

In addition to the simple capability of copying anything in a web browser window, the incredible growth of the Web population has also made it much harder to monitor each person. The force of law all but evaporates in these conditions and the international extent of the Web also means that there is a question as to whose law should apply. In this very enabling environment for infringement, users' knowledge and motivations become increasingly important. Therefore the question arises: Do Web authors who violate copyright as evidenced by unauthorized use of digital images in their personal web pages primarily because of disdain for copyright, ignorance, convenience, or perceived anonymity?

- Disdain-is a person's lack of respect for what they know about what copyright law allows
- Ignorance-is person's lack of correct knowledge about what the copyright law allows
- Convenience-is how easy it is for a person to acquire images and post them on their web pages
- Anonymity-is a person's perception of being less individually identifiable and punishable

It was expected that all these factors would play a role and that disdain would be the largest factor, with ignorance being the second largest factor.

Relevance of this research to the library profession:

Although limited to the use of certain kinds of images in a certain manner, this study will have much broader implications. The motivations behind other illicit copying, such as the copying and distribution of electronic texts of music, will draw from the same core as the motivations found in this study. Since law also derives from what the society's members actually do, it is important to explore why people are freely copying images on the web. Some experts believe that the Web may have the momentum to change the way copyright works just as the civil rights movement changed discriminatory laws. Whether copyright fails and dissolves in the digital environment or if it succeeds in adapting to the new environment will have major significance for how libraries do business. Libraries are increasingly dealing with Web databases, licensing and distance learning. Digital reserves and other technologically possible but copyright-concern fraught practices are being demanded by our users. Increasingly, libraries are providing email and Web access and some are even providing the servers to store users' accounts. Libraries in these cases

therefore become Internet Service Providers, which may increasingly be held accountable for users' behavior. No longer can we point the patron to the photocopier and shut our eyes. Our database licenses require that we gateguard and monitor their usage. It may become important for us as librarians to be able to understand motivations for copyright infringement in order to be able to effectively educate our users about copyright.

This paper will proceed to briefly explore the relevant literature and examine a few closely related studies. In the next section the methodology of the study will be explained and the survey instrument examined. The results section will be present findings and comment on the analysis and possible biases. Then the results of this study will be summarized and the research question will be addressed in the discussion section.

Literature Review

This literature review will reveal that little work has been done on the motivation for lesser computer crimes such as copyright infringement. A few important studies will be looked at in more detail and representative articles on the viewpoints of copyright on the Web will be presented.

The landscape of the literature on computer crime

Computer crime is a relatively new field in the area of criminology. Even though computers and computer crime have been around for more than three decades, it is only recently that motivations have come under scrutiny. Most studies of illegal acts involving computers concentrate on the damage done, victims, targeting and whether the perpetrators were employees of the victim companies rather than the perpetrators' motivations (American Bar Association 1984; O'Donaghue, 1986; Parker 1976; Schwartz, Rothfelder, and Lewyn 1990; Wong and Farquar 1986). Most of these studies look at the costs of computer crime from the point of view of business. They do not examine the perpetrators in much detail except that they are interested in knowing whether the perpetrators were employees of the victim companies. Those few studies do look at the perpetrators and their motivations in more detail, examine crimes of break-ins, fraud, destruction and theft done by serious hackers (Duff, 1996; Hollinger, 1988; Jordan & Taylor, 1998). Copyright, on the other hand, is routinely infringed by average people.

Very few studies have looked at who infringes copyright using personal computers. In the library literature much of what has been written is advice on complying with copyright laws and on how laws might effect libraries, but there is a general lack of research into copyright violations and motivations (Anderson, 1997; Flagg, 1998; Simmons, 1995).

Opinions on the reasons for the current infringement situation on the Web

The common perception of copyright is evidenced by its portrayal in mainstream media; a law to protect greedy authors and publishers. Consumer magazines such as Newsweek express this rather directly (Patterson & Lindberg, 1991, p.2), while business and technology publications contribute to this impression by concentrating on methods for protecting property and profits. Despite this one-sided appearance, copyright is more complex than that. According to the U.S. Constitution the purpose of copyright and patent law is “to promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries” (U.S. Constitution, 1787, Section 8, clause 8). Most people who discuss copyright in the digital world are computer experts or not so experts speaking from personal experience and not from empirical research.

In 1985 Ambassador Cleveland saw that information was revolutionizing the world. More than what the professions are, “informationalization” was changing the political structure of the world. He blamed the weakening of the Soviet Union on “informationalization”. There were five ways in which he said that informationalization was changing the world. It has a democratizing effect because a more educated public is harder to direct and control without their cooperation. Consensus building becomes more

important. This informationalization is at the core of the copyright problem. According to Cleveland's opinion, people on the web cannot be motivated by threats; they must be motivated by persuasion and by consensus building.

According to Cleveland informationalization is changing the following five traditional power/political realities because they are based on the "inherent characteristics of

- power based on control of things and knowledge
- influence based on secrecy
- class based on ownership
- privilege based on early access to valuable resources
- politics based on geography

Cleveland stated that information is "leaky" (another variant of information wants to be free). Because previous resources, including previous knowledge resources, were limited to the physical realm, they could be hoarded. Even in 1985 this was changing, armed with more information and education more and more people are getting involved in deciding what happens in their society. Cleveland pointed out that the number of committees, citizens' groups, unions, lobbies, etc. has risen and that these people feel the right and the obligation to help decide what will happen. Now with the Web, it is almost impossible to keep secrets. "The nervous breakdown of copyright is now an open scandal." Cleveland argues that we do not need a copyright law to stimulate intellectual property production. Indeed he points to the example of high tech R&D, which relies on being first, not on controlling the ideas in the technology. We have also seen the globalization of politics. Multinational corporations operate very effectively in many countries. Environmental, weather, social, and health issues have necessitated and gotten international cooperation, which has increased as it became easier to share information.

Schlacter (1997) examines the wide range of issues that effect how copyright on the Internet will develop. He points out that technology on the Internet and the Web offer some unique threats to copyright owners:

- no loss of quality in reproductions
 - ease and speed of copying
 - anonymity
 - magnified effects of uneducated users who violate copyright
- Schlacter, 1997, p. 16

He goes on to discuss how the development of the Internet in the academic realm and the established traditions of the Net effect copyright and any other imposed rules. People are used to using the Internet for sharing; they are used to getting things for free. Schlacter states that attitudes toward intellectual property on the net vary from no protection to complete protection. He lists some of the prevalent attitudes as:

- “Information wants to be free”
 - Infringement is OK as long as credit is given
 - Fair use that is similar to that of copyright law
 - The author has moral rights to object to specific uses of their creations
 - The author should control all uses of their work
- Schlacter, 1997, p.25-26

He comments that finding people who believe that “information wants to be free” is rather easy and that many of the academics and technologists with whom the Internet got its start fall into this category. There is then an impetus of prior expectations of what is allowable on the Net and it follows the “information wants to be free” vein. The large number of people under age thirty also have similar expectations, having been brought up with all manner of cheap copying technology, such as cassette tapes, and VCRs. “We have become a culture comfortable with serial micro-infringements” (Schlacter, 1997, p.

26). Additionally, users of the Internet have already become conditioned to expect intellectual property “freebies” so that a system of even minor monetary value will not be well received.

Studies involving copyright infringement motivations

Richard Hollinger (1988, 1991, 1992) is one of the few researchers on the less costly and more prevalent computer crimes, especially software piracy, a form of copyright infringement. In studying college students, Hollinger (1992) found that in software piracy, perceived risk of being caught predicted actual piracy. He also found that the male students 22 years or older were more likely to be involved in software piracy.

Skinner and Fream (1997) expanded Hollinger’s study by looking at more types of crimes, for a longer time period and used the Social Learning theory as a framework. Skinner and Fream found that factors other than the actual law had the most effect on whether the students committed software piracy. What perpetrators thought of the criminal act was more important than perceived risk of penalties under the law. When they expressed respect for law in general they were less likely to engage in computer crime. In contrast to Hollinger’s results, Skinner & Fream’s respondents perceived risk of being caught did not effect their actions. They also found that while Asians, Whites and males were likely to be more highly involved in computer crime, computer crime was not limited by gender, age, or major. Skinner and Fream suggest that it is very important to educate students about computer ethics through educational institutions because that is where they are learning about computer technology.

Suggestions for prevention: technological, legislative and educational

Technological

As more information and commerce moves to the Web, digital copyright is becoming a very frequent subject in the literature of computers and technology, business, law and libraries. The vast majority of the literature discusses the development of technological methods for discouraging or even blocking the unauthorized copying of intellectual properties (Gwyn, 1998; Hawkins, 1998; Strom, 1997). The solutions offered range from encryption envelopes and digital watermarks, to Java loading images so that they cannot be right clicked and copyright management systems that allow for immediate purchase of rights and payback systems for the sales of “used” or “pre-owned” intellectual properties. Some proposals involve copyright management systems that would involve the consumer to varying degrees.

In his master’s paper on proposed solutions, Gwyn (1998) supports the development of a system that would involve the consumer directly in the profits of the sales of intellectual properties. This system would be technological in implementation, but would also tap into consumers’ motivations. Gwyn states that copyright is innately unenforceable on the Web, even with the assistance of technology. He suggests that the remedy is to involve users in the profits, since he sees the desire to “save” money is the prime motivator for illicit copying. By cutting the consumer into the deals when they resold something they had already read and by giving libraries volume discounts, Gwyn proposes that copyright on the Internet can be saved.

There are a few authors who astutely point out that pirating technology develops rather quickly on the heels of copyright protection technology (Economist, 1997; Manchester, 1999). Manchester points out that in the 1960's copyright owners tried to restrict photocopiers and in the 1980's it was VCRs, but this technology thrived. More than technology is needed to prevent copyright infringement on the Web.

Legislative

Even though the legal tradition of copyright is already confused and confusing; tracing back to conflicting decisions early in Anglo-American history of copyright (Patterson & Lindberg, 1991, p.6), many individuals and businesses are behind tougher legislation. Proposed solutions such as the National Information Infrastructure Copyright Protection Act of 1995, which is still in committee, and the WIPO Treaty lean towards Big Brother, allowing for the destruction of private property even if inadvertently used in illicit copying (Cohen, 1997). Recent legislation such as the No Electronic Theft Act, which became law in December 1997, and the Digital Millennium Copyright Act, which became law in the fall of 1998, are beginning to try to clarify the situation, but much adjustment of the body of copyright law is still expected. Yet copyright law is already so confusing as to allow for the widespread dissemination of myths and misconceptions. The Copyright Clearance center's brochures state that *all* people need to get permission of the copyright holder before using *any* materials (Copyright Clearance Center, 1999). There are even guides that lay out these fictional specifics of copyright law, such as exactly how many lines of a poem one can use and there are guides to counter these myths (Templeton, 1999). The combination of the confusing and conflicting history and enforcement of

copyright law and such grossly misleading propaganda may have led to the frustration of the American public who may have otherwise tried to follow the rules (Patterson & Lindberg, 1991, p. 8-9).

Even if people understood the letter of copyright law, the law alone might not prevent infringement. Societies shape their laws to reflect their common belief systems, and then law is expected to enforce these beliefs. But when a society does not agree with a law, the law does not always stand. One author in the legal field does an excellent job of outlining the reasons that Web users may leave the notion of copyright behind. In studying the relationship between society, law and the first amendment, Karst (1990, p.95-96) noted that civil rights demonstrators violated laws en masse until they caused the laws to be changed. He also noted that society changed despite discriminating laws against single women and gays; now Ozzie and Harriet are no longer the absolute norm for the structure of a family (Karst, 1990, p. 107). Such a thing is also imaginable with the issue of copyright, which may be perceived to be an issue of freedom of expression on the Web. The motivation underlying what individuals in a society actually do is very important when trying to change their behavior.

Educational

There are also voices speaking out for a more permanent solution. Many sociologists and criminologists see education as the only way to bring about lasting reduction in copyright infringement and other computer crimes. Kizza (1996) argues that it “cannot be done with fences, [...] “kingpin” laws, court sentences or intimidation [...]”. Patterson & Lindberg in their examination of copyright history came to the conclusion that:

“All Americans need to realize that the copyright law is the infrastructure supporting the progress of learning in our free society-and that if it is to serve this crucial function, the law must take into account not only the rewards for creators and disseminators but also reasonable rights for the users who provide those rewards.”

1991, p.14

Tang (1997) explains that legislation lags behind the technology and as such is not in a position to be a deterrent. He states that there is resistance to accepting technological fixes, which would increase costs and comes to the conclusion that education of the users is necessary even with technological and legal fixes. Skinner and Fream (1997) concluded that educating students as they are learning about computers was the most important solution.

It seems that most people making suggestions are not taking a holistic view of the copyright infringement problem on the web. Rather, they suggest solutions along one particular avenue instead of combining these solutions into a unified strategy. The exception is those authors who have looked at the alternatives and their drawbacks and are advocating education about copyright as the best long-term solution. In order to be better prepared to educate people about copyright, we first need to better understand what they do not know and what they think they know. As we have seen in this literature review, little work has been done on the motivation for lesser computer crimes such as copyright infringement. The viewpoints of copyright on the Web and its future are varied and conflicting. A few studies have begun to look at copyright infringement in the form of software piracy, but there is much ground to be explored and charted. In the next section the methodology of this study to explore such motivations will be explained and the survey instrument examined.

Methodology

The anonymous survey questionnaire method was chosen in order to get a higher response rate from people who might be breaking the law and fear prosecution. It was felt that anonymity would also make them more likely to share more of their opinions. The population is adult web authors of personal pages for non-commercial purposes, who have pages on particular Cartoons or TV shows. The sample frame is those Web pages on the selected topics, which were accessible through search engines or links from other pages.

Two search engines (HotBot and Google) were used to locate sample pages. HotBot.com was chosen for its ease of use and ability to limit to certain geographic areas, and to exclude terms like “k12” and “high school”. Google.com was useful for its extremely fast searches. Originally, more “random” sampling was attempted, but turned out to be quite inefficient. By attempting to use every tenth site, many of the pertinent sites were missed because there was too much noise from sites that were unsuitable for this study. Such “noise” sites were either sites selling licensed merchandise or commercial sites with interviews dealing with the relevant cartoons or TV shows.

Therefore, purposive sampling was undertaken. Every non-commercial site discovered that met the criteria:

- having Simpsons/Dilbert/Star Trek images on them
- having author who was not obviously under 18
- located on American networks
- having some link for contacting the author.

Only pages *dedicated* to Simpsons/Dilbert/Star Trek were included in order to avoid confusion. It was felt that pictures of subjects' families, etc., which were respondents' own personal creations might have diluted any feelings about violating copyright.

Snowball sampling was also implemented to increase the sample pool. All links from collected pages to other potential respondents' pages were pursued. Quota sampling was attempted in trying to find enough representatives of each infringement level. However, there were definite patterns to the amount of infringement for each of the cartoons/TV shows and there were simply not enough pages fitting the criteria. Other types of quota sampling were impossible as it is impossible to know who a person is on the Web.

Another concern for this researcher were the campaigns by the copyright owners to have infringing pages removed from the Web. Although more pages may have existed, it was decided to go with a smaller sample to avoid the possible "dying off" of the sample already collected. Several of the pages from the initial sample were taken down during sampling.

Images, sounds and scripts from the shows/cartoons were counted to be able to place the pages into low, medium and high levels of infringement. It was decided to use all the media for this classification even though the survey would only ask about images; as images are the easiest to display, many pages had only images.

An email invitation was sent out to all of the pages collected. Each infringement level was sent a different version of the invitation, which gave a URL specifically for that group. The email also specified the URL of the page under consideration in case they had other pages not cataloged in the sample. The invitation briefly explained the purpose and focus of the survey and asked respondents to come to a URL to complete the survey

anonymously. The URL given contained a more complete explanation of the survey and served as a consent form. After reading the cover letter/consent form, respondents were able to click on a link to the survey. To ensure that each respondent only answered once, IP addresses were captured by gform. These IP addresses were used for this purpose only and were not entered into the data analysis spreadsheet. The original form responses were then destroyed to protect the anonymity of the respondents.

A Web survey form was chosen as it was felt that web authors would be most comfortable with a format with which they were certainly familiar. This format also solved the problem of finding real addresses for these people. The survey was posted to the web using gform script, which automatically emailed the responses to the researcher's account. The survey had 28 questions designed to elicit respondents' opinions and knowledge of U.S. Copyright Law; it was not intended to get respondents to self-incriminate.

The respondents were given one week to reply as it was felt that these people were likely to be online rather frequently and that if they did not submit the form in the first week, they probably would not respond at all. Due to an initial low response rate and the intervening holiday weekend a second invitation to participate was sent, allowing one more week to respond. As many of the initial responses were from minors (almost 33%), a reminder of age eligibility was included. The secondary response was much lower than the first. Forty-three useable surveys were returned.

The Questionnaire

Several questions encompassed different factors because they created natural groupings. It was hoped that this might slightly disguise the purpose of certain items to avoid skewing the results. Items which combine different factors are listed in *italics* with only the pertinent items to each factor included in the sections below. Many items were included which did not fit any of the four factors of disdain, ignorance, convenience or anonymity. These items were simply intended to explore respondents' experience and opinions. These items are not listed here, for the full questionnaire please see Appendix C. Measures of ignorance and disdain were often juxtaposed on the survey instrument so that it would be clear when the researcher was asking for opinion of copyright law, and when the researcher was asking for their knowledge of actual copyright law. In addition duplication of similar questions about facets of opinion and knowledge of copyright law was used. The specifics of respondents' actual knowledge was not as much of interest for the measures of disdain and ignorance as the simple existence of these two factors.

Demographics

These questions are intended to collect basic demographic information from the respondents as well as collecting some information on their interaction with the Internet and Web.

1.	Please identify the primary comic, cartoon or TV show theme of your pages:
24.	How many hours per week do you spend on the Internet?
25.	What is your occupation?

26.	What is the highest level of education that you have completed?
27.	What is your gender?
28.	What is your age?

Anonymity

These questions were intended to explore the respondents perceived feeling of anonymity as well as their desire for anonymity. In retrospect, not enough measures were used; respondents should have been asked directly about their feelings of anonymity, if any. It was expected that quite a few of the respondents would have more than the two accounts that might be expected from having a personal account and a work account. It was also expected that respondents would not perceive all that much danger of being found out and in getting into trouble.

6.	How many email addresses do you currently have?
7.	How many email addresses do you currently use?
14.	How likely do you think it is that you could get in trouble for using copyrighted images?
17.	How easy for the original creator or owner of an image to find out where it is being used on the Web?

Convenience

These questions were intended to explore whether ease of copying effects respondents' behavior. The image sources question was intended to identify the sources of the images

that respondents use. Each source differs in the amount of effort required to obtain the images for posting. It was expected that most respondents would have images from the Web. The question on right-clicking examines the method of getting images from Web pages which is may be prevented with Java loaded images. In retrospect not enough measures of perceived anonymity were used.

20.	Of the Simpsons/Dilbert/Star Trek images on your Webpages, do you have...? <ul style="list-style-type: none"> • Images from another Webpage • Images scanned or captured by friends • Images you scanned or captured • Images you created
21.	What would or does deter you from using images found on a Webpage? <ul style="list-style-type: none"> • <i>If getting an image from a Webpage entailed more than right clicking</i>

Ignorance

Question 10 is not intended to assess ignorance, but rather to be able to see how respondents' own opinion of their knowledge compared to their measured knowledge.

10.	How would you rate your knowledge of copyright?
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These questions are designed to explore respondents' knowledge of copyright. The questions are intended only to elicit whether the respondent knows certain items and not to rank the respondents' actual knowledge of copyright. One reason for this is that it was felt (and validated by the results) that most respondents would not know enough about the details of copyright law to make a finer gradation of knowledge possible or

worthwhile for most respondents. It was expected that whatever respondents' self-rating of knowledge might be, that they would on the whole not be very knowledgeable at all.

11.	What is/are the purpose(s) of copyright?
15.	According to your knowledge of US copyright law, possible penalties for infringement of copyright are...
21.	What would or does deter you from using images found on a Webpage? <ul style="list-style-type: none"> <i>A law prohibiting using others' images on the web without their permission</i>

The following questions present a “quiz” about copyright. The first and third answers are the only true answer in question 13. None of the answers for questions 18 and 19 are strictly true.

13.	According to United States copyright law: <ul style="list-style-type: none"> Everything, once in a fixed form, is copyrighted. You may make personal copies of any materials for your own use. You may make personal copies of any materials you own for your own use. You may distribute copies if you don't profit from it. You may distribute copies if you don't profit from it and you give credit to the original owner/creator. Unless something has a copyright notice, it is not copyrighted and may be copied and used at will. Copyright law does not apply to the Web 	
18.	According to copyright law...	Are any of the following true?
		<i>It is ok to copy anything from the web.</i>
		<i>It is ok to copy anything on the web that doesn't say you can't</i>
		<i>It is ok to copy anything on the web that doesn't have a copyright notice.</i>
		<i>It is ok to use other people's work if you aren't profiting from it.</i>
		<i>It is ok to use other people's work on my own personal pages.</i>

		<i>Copyright law does not apply to the Web</i>
19.	<i>According to copyright law...</i>	<i>from which sources is it ok to display images on your personal web pages?</i>
		<i>Pictures, videos, books, etc. that you own</i>
		<i>Any pictures, videos, books, etc.</i>
		<i>Any non-commercial web site without explicit notices that images may not be taken</i>
		<i>Any non-commercial Website that has explicit notices that images may not be taken</i>
		<i>Official Simpsons/Dilbert/Star Trek web site</i>
		<i>Other, please explain</i>

Disdain

These questions were intended to explore respondents' opinions of copyright on the Web and of copyright in general. Where their opinion was found to differ from their correct knowledge of copyright, disdain was considered to be present. Only pages that were infringing on copyright were selected, so the criterion of violating copyright law has been met for all respondents.

Question 2 was intended to see if the page under consideration was respondents' "claim to fame" or if they made a habit of creating other pages that were likely to be contain infringements as well. This measure was used only for characterization and not as a sole indicator of disdain.

2.	Have you created other Webpages devoted to particular TV shows, cartoons, comic strips, movies, music groups?
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Only the third item here is legally true. Again, questions about knowledge and opinion were juxtaposed so that it would be clear when the survey was asking about each. This question was loosely paired with question 13, which asked about knowledge of what copyright allows.

12.	What are your opinions of copyright on the web? <ul style="list-style-type: none"> • Anything posted to the web is fair game for any type of use • Anything without a copyright notice is fair game for any type of use • All images are copyright protected and one should not take anything for use on ones own Webpage without express permission of the owner. • The web is a free medium and copyright law does not apply. • Copyright infringement is a "victimless crime." • Other, please explain
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Question 16 could be seen as a characterization that might contribute to disdain. If respondents indicate that copyright benefits them or society they are unlikely to have disdain for copyright law.

16.	Who benefits from the copyright law?
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In questions 18 and 19 respondents checking items in the “according to law” column are indicating ignorance. Here the number of items checked for “opinion” for which “according to law” is not also checked indicates disdain.

18.	<i>In your opinion...</i>	<i>Are any of the following true? (please check all that apply)</i>
		<i>It is ok to copy anything from the web.</i>
		<i>It is ok to copy anything on the web that doesn't say you can't</i>
		<i>It is ok to copy anything on the web that doesn't have a copyright notice.</i>
		<i>It is ok to use other people's work if you aren't profiting from it.</i>

18.	<i>In your opinion...</i>	<i>Are any of the following true? (please check all that apply)</i>
		<i>It is ok to use other people's work on my own personal pages.</i>
		<i>Copyright law does not apply to the Web.</i>
19.	<i>In your opinion...</i>	<i>from which sources is it ok to display images on your personal web pages?</i>
		<i>Pictures, videos, books, etc. that you own</i>
		<i>Any pictures, videos, books, etc.</i>
		<i>Any non-commercial web site without explicit notices that images may not be taken</i>
		<i>Any non-commercial Website that has explicit notices that images may not be taken</i>
		<i>Official Simpsons/Dilbert/Star Trek web site</i>
		<i>Other, please explain</i>

For questions 21 and 22 not checking these items would indicate disdain. In question 22 the purpose was to learn about complaints and legal actions. The rest of the answers were to disguise the intent of the question. It was expected that a lot of respondents would choose the “non-essential” answers and a few would choose these.

21.	What would or does deter you from using images found on a Webpage? <ul style="list-style-type: none"> <i>If you had to use illegal software to get at an image from a Webpage</i>
22.	Have you encountered any of the following problems in maintaining your Simpsons/Dilbert/Star Trek pages? <ul style="list-style-type: none"> <i>Complaints about copyright violations</i> <i>Legal action/Persecution by copyright owners</i>

View of the Web

These questions were intended to explore the respondents’ perceptions of the purpose of the Web and possible factors that might influence those opinions. Location was thought

to be a possible influence, as different kinds of institutions would have different cultures, expectations and rules. The time period in which respondents entered the Internet and Web environments was also thought to be a possible influence on their perceptions of the Web. It was expected that not too many recently arrived Netizens would be present due to the sampling bias inherent in using search engines and established links. It was also expected that many respondents would see the Web as a forum for exchanging ideas and information and that they would vote for Netizens having the largest say in deciding on acceptable conduct.

3.	Please indicate where your Simpsons/Dilbert/StarTrek web pages are located
4.	When did you create your first web page on any topic?
5.	When did you get your first email address?
8.	Do you see the Web primarily... as <ul style="list-style-type: none"> • A medium for advertising and commerce. • A forum for exchanging ideas and information. • A broadcast medium like television or radio. • Other, please explain
9.	Who should decide what is acceptable conduct on the Web? <ul style="list-style-type: none"> • Business/Commercial Interests • The Government and the courts • Internet Service Providers • The People using the web • Computer/Software Manufacturers

Open-ended rationale

This question was intended to invite any other opinions that may not have been covered by the survey items. It was also hoped that they might contribute some narrative account of how their opinions combine to create their view of copyright.

23.	Why do you think that it is ok to display (Simpsons, Star Trek or Dilbert) images on your Webpages?
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Results

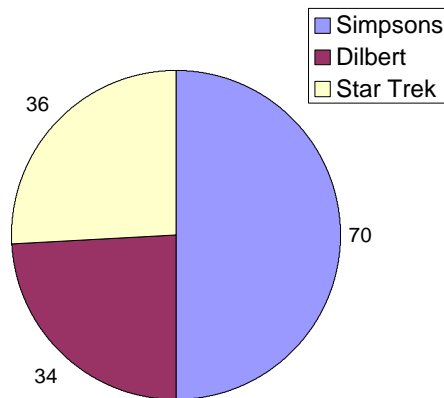
Analysis methodology

Responses from those indicating they were under 18 were discarded due to institutional requirements barring research on minors without proper consent. It is unfortunate that these responses had to be discarded, as nearly 33% of responses were from minors, and they were very articulate and outspoken in sharing their opinions. Also especially considering the preponderance of younger people creating Web pages. Had their responses been included, this study would no doubt have better reflected the actual opinionscape.

It was also interesting that so much email was received from respondents eager to discuss copyright on the Web and the results of the research. This supports the idea that the Internet is fostering more involvement; more people speak out. After the responses were filtered, sorted, data entered and the data entry verified, the IP addresses collected to prevent “ballot stuffing” were stripped out to preserve anonymity.

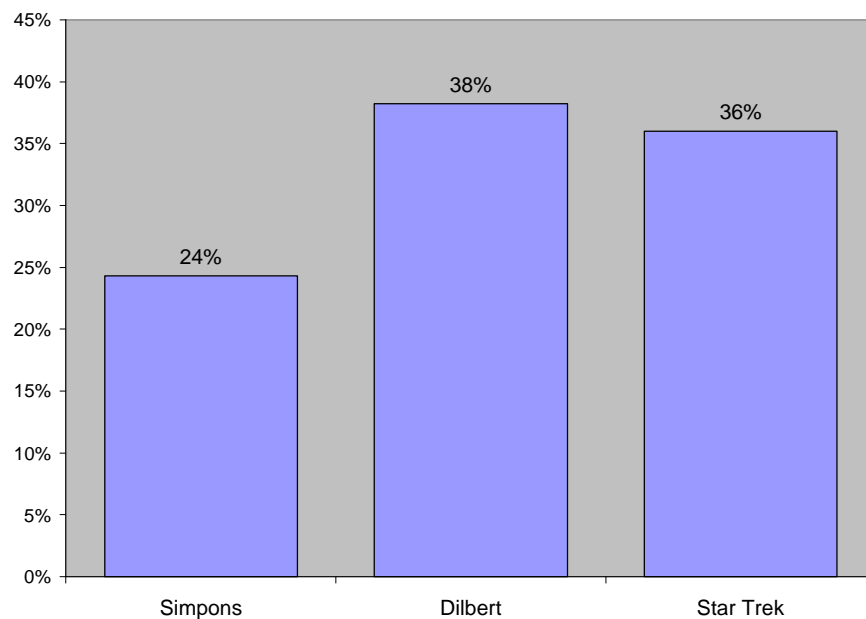
As not enough responses in the medium infringement category were received, the medium category of 15 to 39 displayed infringements was combined with the high infringement category. Respondents’ survey comments were inductively and then deductively coded and representative variables were created as needed. For full survey comments, see Appendix E. The data were entered into SPSS 8.0 and frequencies, Cross tabulations and Chi-Squares were run.

Sample Distribution



Half of the sample was contributed by Simpsons pages, the other half was contributed almost evenly by Dilbert and Star Trek pages. Return rates were inversely related to sample size with the Simpsons pages having the lowest return rate of 24%.

Return Rates



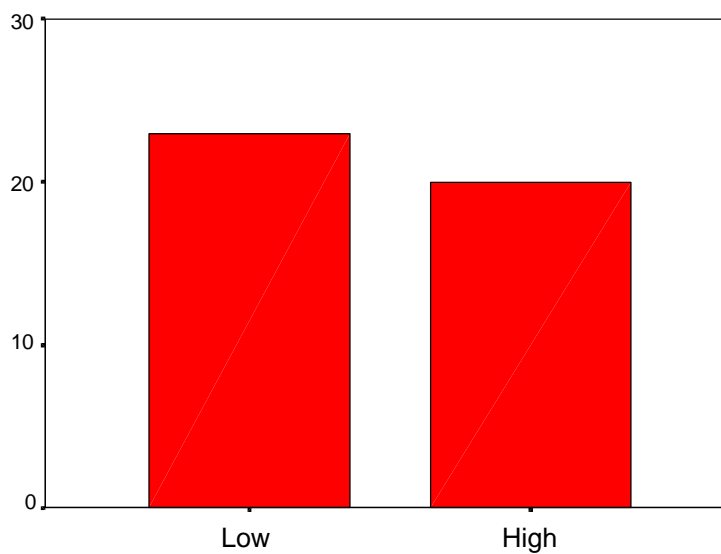
The measure of Level of Infringement is based on this researcher's opinion and understanding of copyright law. It does not represent a legal opinion, but rather a well

read one. This is necessary for discussing differences in copyrighted material display levels. Low infringement pages have less than 16 media infringements displayed. High infringement pages have 16 or more media infringements displayed.

Level of infringement by number of images and sounds displayed

	Frequency	Percent	Valid Percent	Cumulative Percent
Low	23	53.5	53.5	53.5
High	20	46.5	46.5	100.0
Total	43	100.0	100.0	

Level of infringement by number of images and sounds displayed



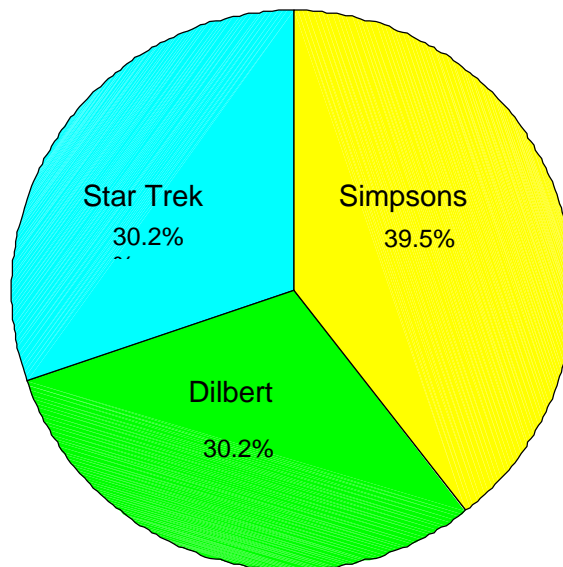
What are the demographics?

Please identify the primary comic, cartoon or TV show theme of your pages:

Which cartoon or TV show is your page

	Frequency	Percent	Valid Percent	Cumulative Percent
Simpsons	17	39.5	39.5	39.5
Dilbert	13	30.2	30.2	69.8
Star Trek	13	30.2	30.2	100.0
Total	43	100.0	100.0	

Which cartoon or TV show



This is a relatively even representation for each of the groups with each Cartoon or TV show yielding roughly one third of the respondents. The Simpsons sample pool was much larger and therefore Simpsons page authors are over-represented despite a lower return rate.

Level of infringement by Which cartoon or TV show

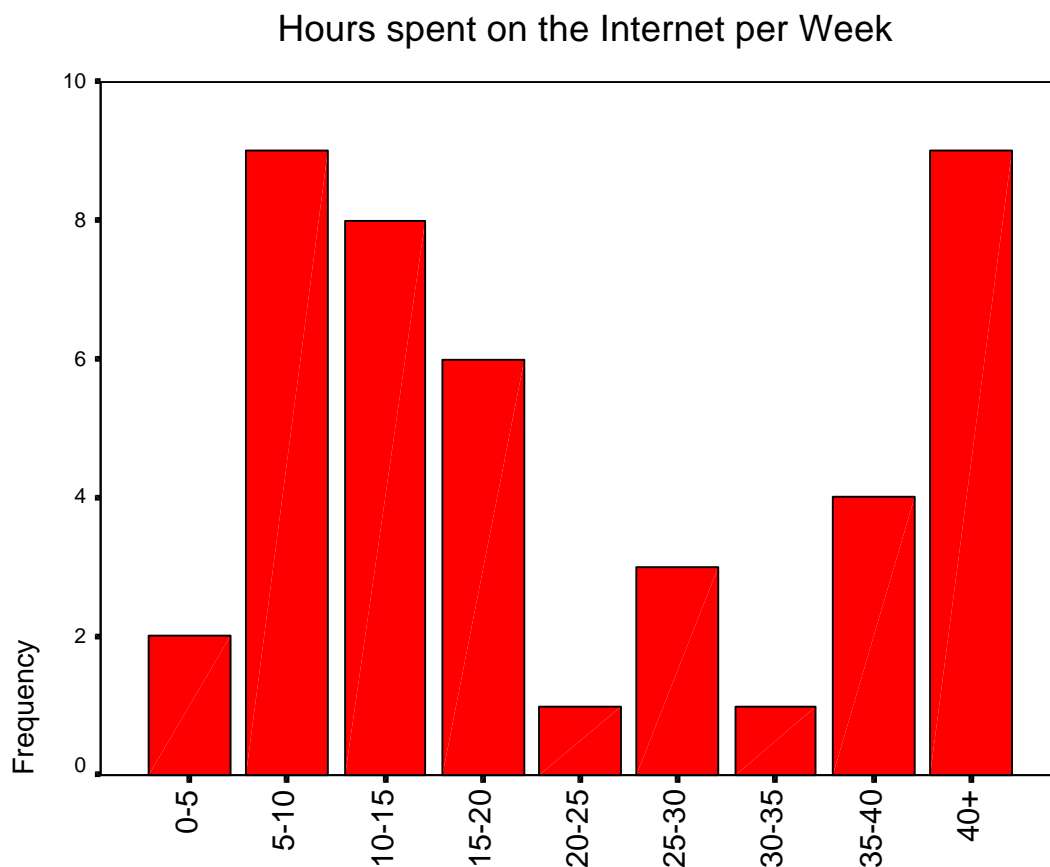
		Which cartoon or TV show is your page			Total
		Simpsons	Dilbert	Star Trek	
Level of infringement by number of images and sounds displayed	Low	8	11	4	23
	High	9	2	9	20
Total		17	13	13	43

It was unnecessary to perform a Chi Square test on the Infringement Level variable with the Which Cartoon or TV show variable because it was already known from the sampling process that Dilbert pages tended to be low infringers and Star Trek pages tended to be high infringers, while Simpsons pages were reasonably evenly distributed.

How many hours per week do you spend on the Internet?

Hours spent on the Internet per Week

	Frequency	Percent	Valid Percent	Cumulative Percent
0-5	2	4.7	4.7	4.7
5-10	9	20.9	20.9	25.6
10-15	8	18.6	18.6	44.2
15-20	6	14.0	14.0	58.1
20-25	1	2.3	2.3	60.5
25-30	3	7.0	7.0	67.4
30-35	1	2.3	2.3	69.8
35-40	4	9.3	9.3	79.1
40+	9	20.9	20.9	100.0
Total	43	100.0	100.0	



Although there are two densely populated areas of this dispersion, there doesn't seem to be much of a pattern to how much time respondents spend online. Chi-Square tests were performed on the Infringement Level variable with the Hours Spent on the Internet variable, but tests by various hours groupings were not statistically significant.

What is your occupation?

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	12	27.9	27.9	27.9
Professional/Managerial	4	9.3	9.3	37.2
Customer Service	1	2.3	2.3	39.5
Sales	1	2.3	2.3	41.9
Computer/Information Professions	12	27.9	27.9	69.8
Technical	5	11.6	11.6	81.4
Retired	1	2.3	2.3	83.7
Other	7	16.3	16.3	100.0
Total	43	100.0	100.0	



The evenly split groups of Students and Computer/Information Professionals clearly outnumber all of the other groups. Students and Computer/Information Professionals are probably over-represented in the sample not because of their propensity for copyright infringement, but rather because they are more likely to have Web pages. They are more likely to have created Web pages because they are more exposed to technology.

Level of infringement by Occupation

		Occupation				Total
		Students	Computer/ Information Professionals	Other Survey Categories	Unknown Other Occupation	
Level of infringement	Low	10	7	5	1	23
	High	2	5	7	6	20
Total		12	12	12	7	43

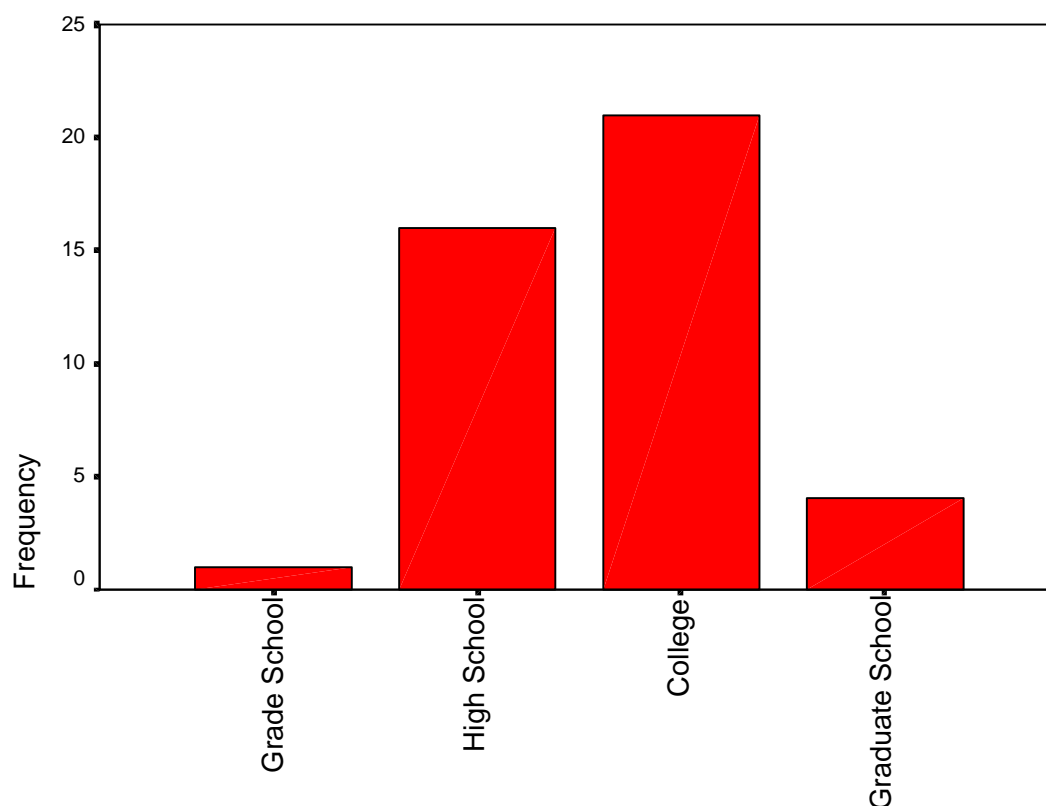
A Chi-Square test was performed on the Infringement Level variable with the Occupation variable, the test was statistically significant ($X^2 = 9.408$, $p < .05$). Students exhibited the strongest tendency towards lower infringement. Computer/Information Professionals were also more likely to be lower infringers. This goes against the theory that more involvement in the Internet leads to more lawlessness/infringement. Those in the other categories given on the questionnaire were more likely to be higher infringers. Those in other unknown professions were actually much more likely to be in the higher category, but as we do not know what their “other” professions are, no speculation as to how their careers might effect their infringement of copyright can be made.

What is the highest level of education that you have completed?

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Grade School	1	2.3	2.4	2.4
High School	16	37.2	38.1	40.5
College	21	48.8	50.0	90.5
Graduate School	4	9.3	9.5	100.0
Total	42	97.7	100.0	

Education



One person did not answer this question, but the majority of respondents (88.1%) have completed high school or college. This is obviously not representative of the general population, but probably reflects the fact that the more educated have more access to

technology and are more likely to have the skills necessary to create and maintain Web pages.

Level of infringement by Education

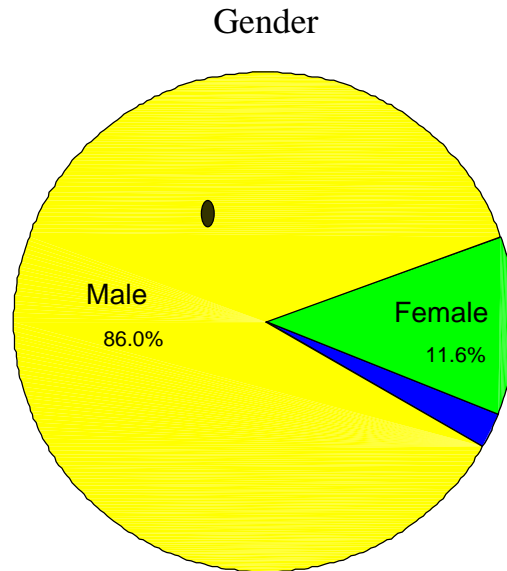
		Education				Total
		Grade School	High School	College	Graduate School	
Level of infringement by number of images and sounds displayed	Low		9	9	4	22
	High	1	7	12		20
Total		1	16	21	4	42

A Chi-Square test was performed on the Infringement Level variable with the Education variable, but the tests were not statistically significant. However, there is a slight trend in those with more education being in the lower infringement category. All of those who have completed Graduate School were in the low category and all those who only completed Grade School were in the high category.

What is your gender?

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	37	86.0	88.1	88.1
Female	5	11.6	11.9	100.0
Total	42	97.7	100.0	



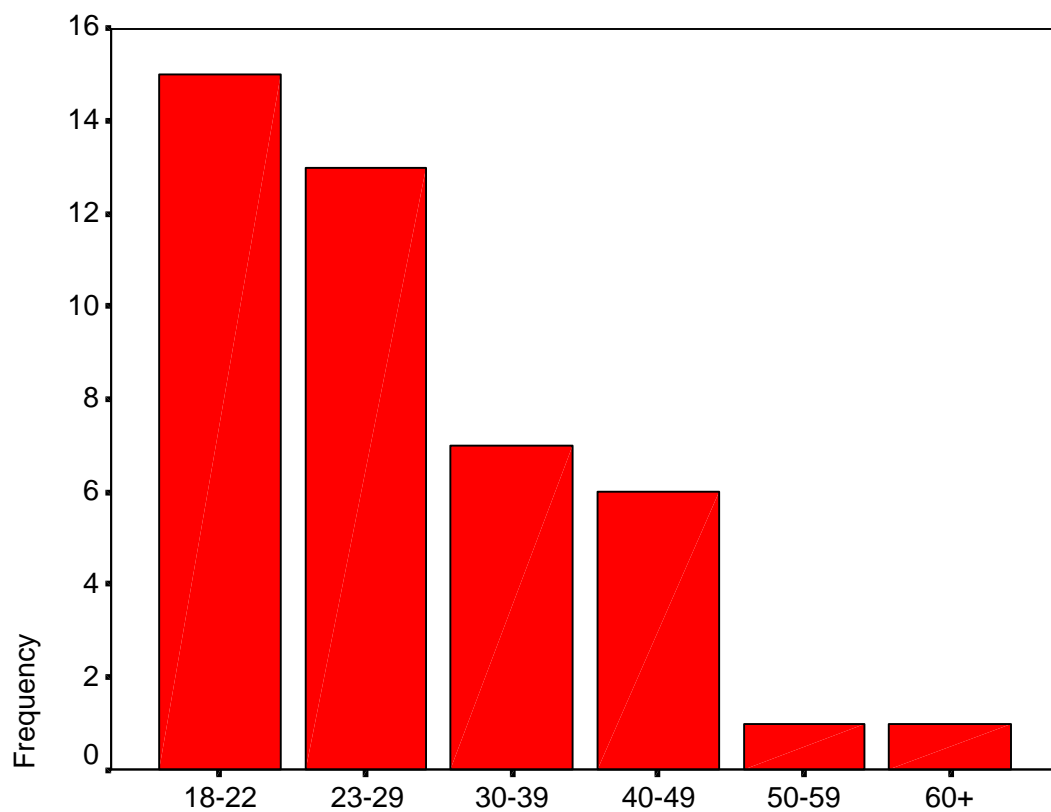
Even though the one person who did not answer this question might have been female, females would still have been outnumbered almost eight to one. From such a small sample of women no conclusions can be drawn about women as separate from men. This number does not compare to GVVU's 10th web survey (1998) demographics, where men and women are much more evenly represented at ~66.4% male and ~33.6% female. It could be that males are more likely to create fan pages, or it could be that there are more male fans for these Cartoons and TV shows. Demographics for their audiences were not forthcoming from any reliable source. Hollinger (1992) found that males were more likely to be involved in piracy. We cannot draw any such conclusion here as males outnumber females on the Internet and we do not have a control group of non-infringers to compare with.

What is your age?

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-22	15	34.9	34.9	34.9
23-29	13	30.2	30.2	65.1
30-39	7	16.3	16.3	81.4
40-49	6	14.0	14.0	95.3
50-59	1	2.3	2.3	97.7
60+	1	2.3	2.3	100.0
Total	43	100.0	100.0	

Age



This is a very strong pattern illustrating the large number of young people online.

Although this age dispersion is similar to the population of GVU's 10th web survey demographics, this survey encountered proportionally more people under age 30. These demographics help to explain why the researcher received so many responses from minors. It also explains why there are so many students among the respondents. It may also be that people who create fan pages are younger than the average Web page author is. Hollinger (1992) had found that the student males most like to be involved in piracy were 22 or older.

Occupation by Age

		Age in Years						Total
		18-22	23-29	30-39	40-49	50-59	60+	
Occupation	Student	10	2					12
	Professional/Managerial		1		2	1		4
	Customer Service	1						1
	Sales			1				1
	Computer/Information Professions	3	4	4	1			12
	Technical		3	1	1			5
	Retired						1	1
	Other	1	3	1	2			7
Total		15	13	7	6	1	1	43

All twelve students are under thirty, and seven of the Computer/Information

Professionals are under thirty, with all of the Computer/Information Professionals being under forty. A Chi-Square test is not needed to help determine that there is a link between students and being younger.

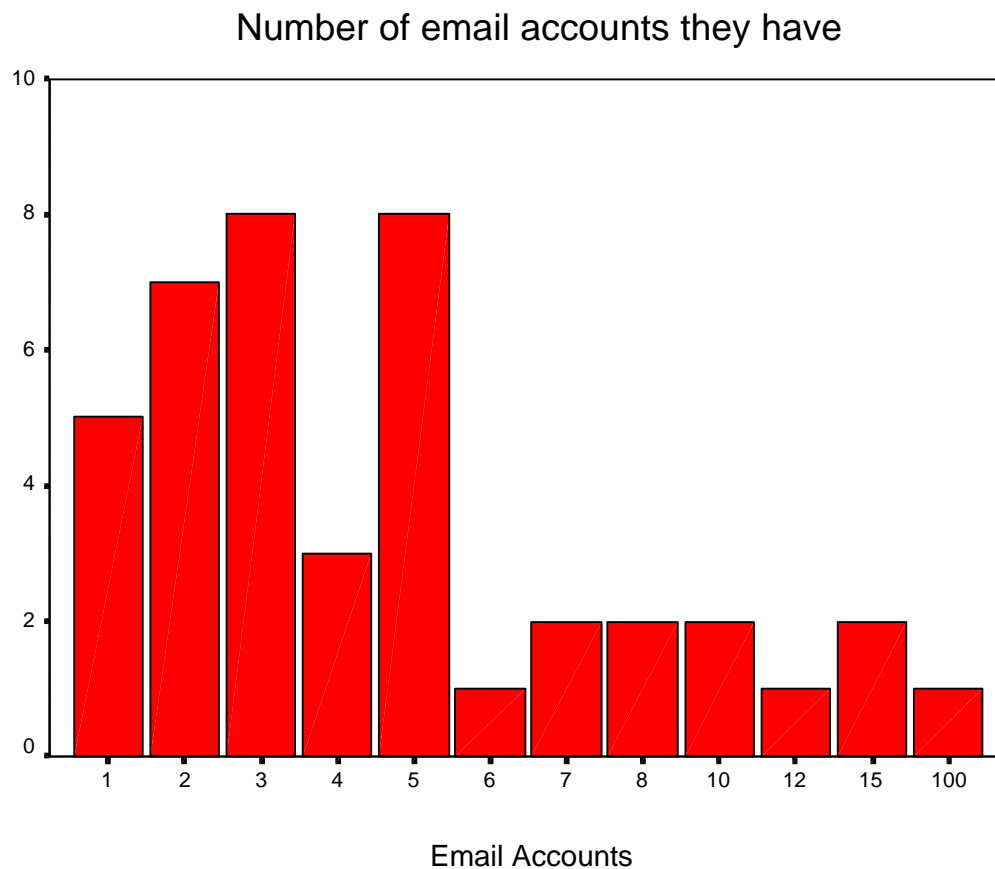
Although occupation and infringement level were linked, and although age and occupation were linked, a Chi-Square test on Age and Infringement Level was not statistically significant and no trend or pattern could be reasonably ascertained.

Do respondents exhibit perceived anonymity?

How many email addresses do you currently have?

Number of email accounts respondents have

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	11.6	11.9	11.9
2	7	16.3	16.7	28.6
3	8	18.6	19.0	47.6
4	3	7.0	7.1	54.8
5	8	18.6	19.0	73.8
6	1	2.3	2.4	76.2
7	2	4.7	4.8	81.0
8	2	4.7	4.8	85.7
10	2	4.7	4.8	90.5
12	1	2.3	2.4	92.9
15	2	4.7	4.8	97.6
100	1	2.3	2.4	100.0
Total	42	97.7	100.0	



One person did not answer this question. Of those that did answer, twenty-eight percent of respondents had only two email accounts, which could easily be a work account and a personal account. Yet, although seventy-three point six percent of the respondents had five email accounts or less, twenty-six point four percent had more than five accounts. One very plausible reason for having so many accounts is a desire for anonymity.

Level of infringement by Number of email accounts

		Number of email accounts		Total
		6 or less email accounts	more than 6 email accounts	
Level of infringement by number of images and sounds displayed	Low	20	3	23
	High	12	7	19

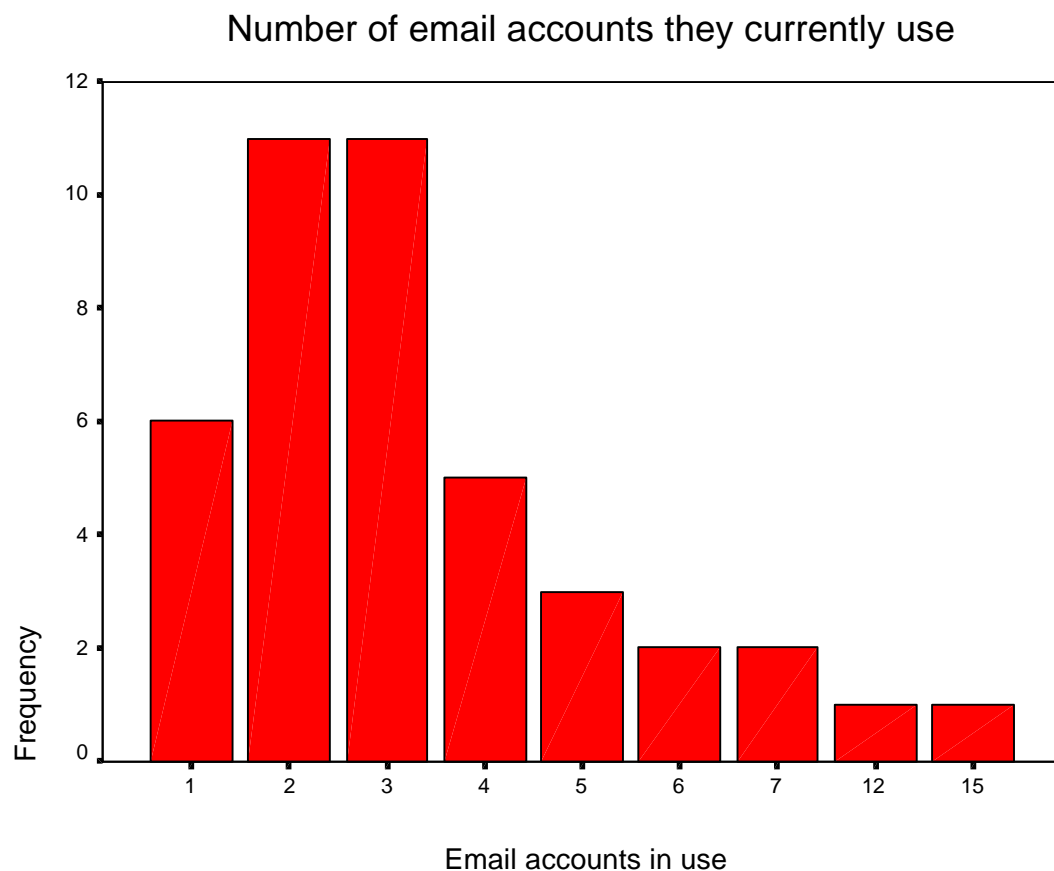
Total	32	10	42
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The data were regrouped at an obvious breaking point in the distribution and a Chi-Square test was performed on the Infringement Level variable with the Number of Email Accounts variable, the test was statistically significant ($X^2 = 3.249$, $p < .10$). The data support common sense here, in that someone who desires anonymity will have more email accounts to disguise their identity and they may then feel more comfortable in committing crimes.

How many email addresses do you currently use?

Number of email accounts they currently use

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	14.0	14.3	14.3
2	11	25.6	26.2	40.5
3	11	25.6	26.2	66.7
4	5	11.6	11.9	78.6
5	3	7.0	7.1	85.7
6	2	4.7	4.8	90.5
7	2	4.7	4.8	95.2
12	1	2.3	2.4	97.6
15	1	2.3	2.4	100.0
Total	42	97.7	100.0	

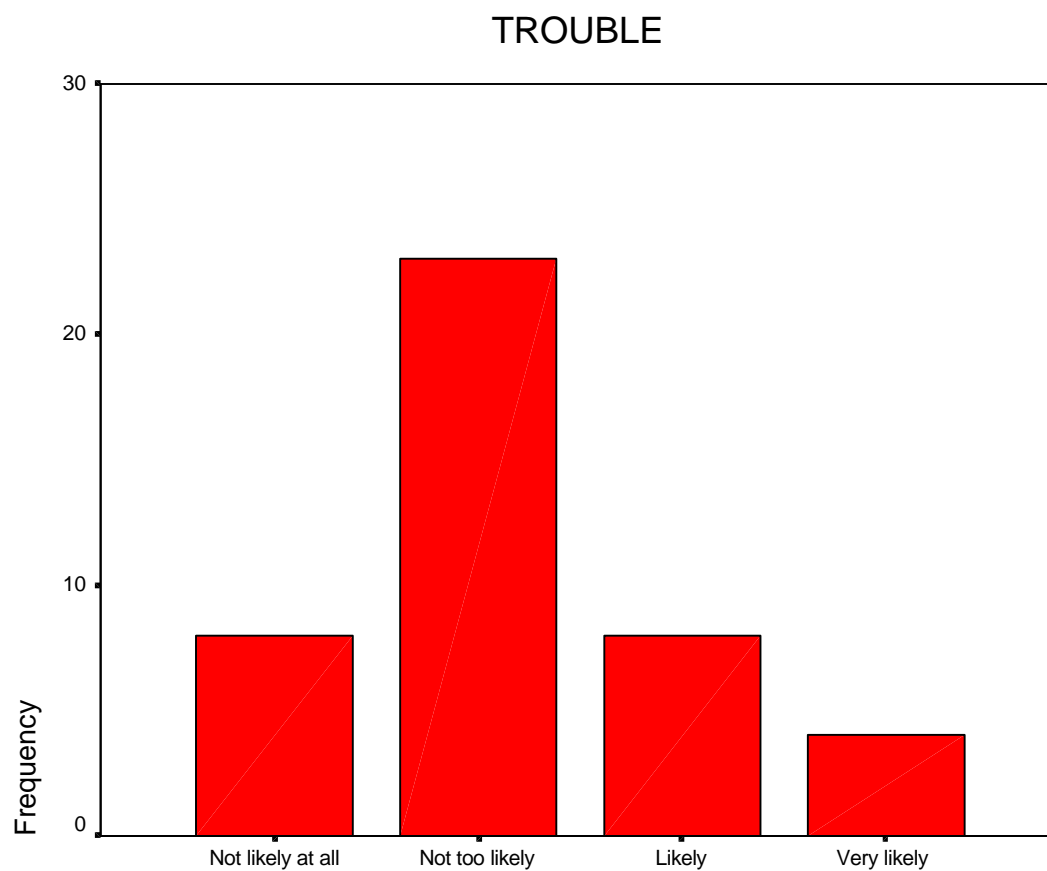


This question, which was missing one response, was intended to see if respondents really used the accounts they had. If respondents have a large number of accounts and use a lot of them, it may be a good indicator that desire anonymity; it seems the only plausible reason for dealing with the hassle of checking so many accounts. If they forward all the mail to one or two accounts, this strengthens that argument for anonymity.

How likely do you think it is that you could get in trouble for using copyrighted images?

Perceived Risk of Getting into Trouble

	Frequency	Percent	Valid Percent	Cumulative Percent
Not likely at all	8	18.6	18.6	18.6
Not too likely	23	53.5	53.5	72.1
Likely	8	18.6	18.6	90.7
Very likely	4	9.3	9.3	100.0
Total	43	100.0	100.0	



Most respondents felt that it was “not too likely” that they could get into trouble. There were as many who thought that it was “not likely at all” as there were who thought that it

Level of infringement by Trouble

		TROUBLE				Total
		Not likely at all	Not too likely	Likely	Very likely	
Level of infringement by number of images and sounds displayed	Low	5	14	3	1	23
	High	3	9	5	3	20
Total		8	23	8	4	43

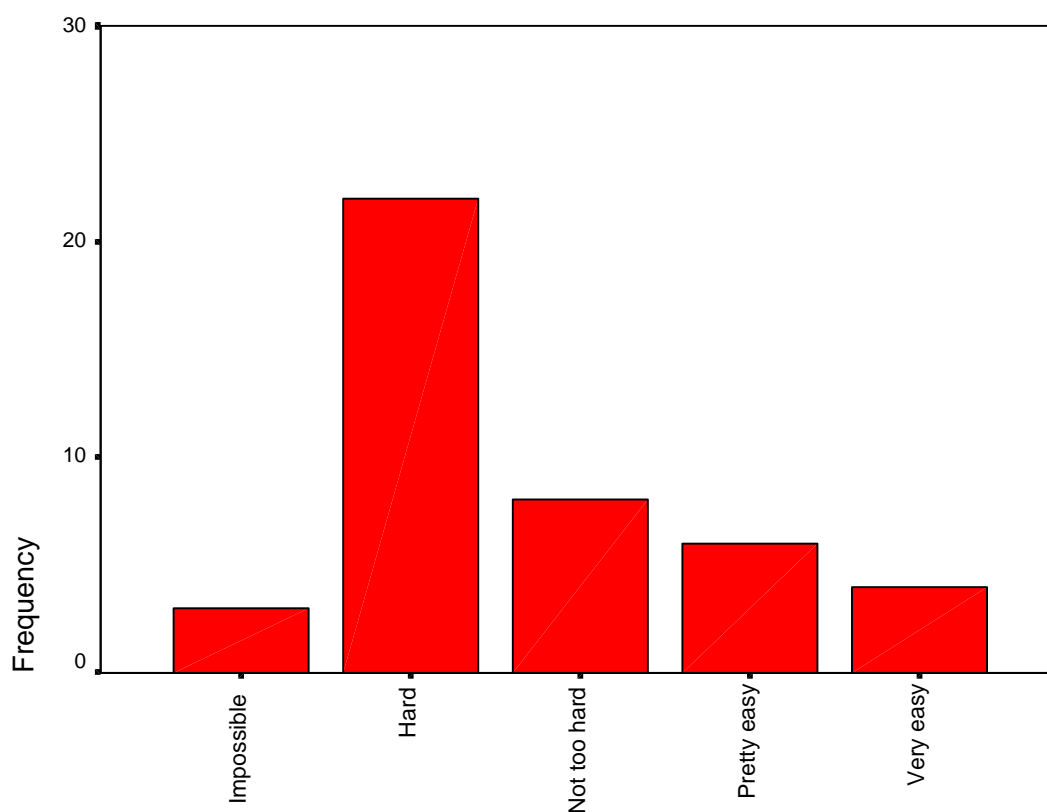
A Chi Square test was performed on the Infringement Level variable with the Trouble variable, the test was not statistically significant ($p < .10$). This research was not able to confirm Hollinger's (1992) findings that perceived risk of getting caught was strongly correlated with computer crime. Skinner and Fream (1997) on the other hand had found perceived risk to have little effect. One wonders whether there is a difference in the respondents selected or if the important unknown factor(s) have changed over time. In future research such factors might be uncovered by giving respondents a chance to discuss risk of being caught in their own words.

How easy for the original creator or owner of an image to find out where it is being used on the Web?

How easy is it to find images

	Frequency	Percent	Valid Percent	Cumulative Percent
Impossible	3	7.0	7.0	7.0
Hard	22	51.2	51.2	58.1
Not too hard	8	18.6	18.6	76.7
Pretty easy	6	14.0	14.0	90.7
Very easy	4	9.3	9.3	100.0
Total	43	100.0	100.0	

How easy is it to find images



Fifty-one point two percent of the respondents believed it would be “Hard” and an additional seven percent believed that it would be “Impossible” for

the image owner to find their images on the Web. While these results are not overwhelming in their support of anonymity, they do show that a large number of people do not think they need to fear the owner of any images finding them.

Do respondents exhibit restraint in situations of reduced convenience of infringement?

Of the Simpsons/Dilbert/Star Trek images on your web pages, do you have..?

The image sources reported are arranged in order of increasing effort required to acquire and post digital images. The last category differs in that “images scanned/created by friends” are also less immediate, requiring action by another person and a time delay before they are “in hand”. Four respondents did not answer any of these items; it was assumed that because all of the sample pages had images posted, these respondents had chosen not to respond to this question.

Images from another Web page

	Frequency	Percent	Valid Percent	Cumulative Percent
0	16	37.2	41.0	41.0
1	23	53.5	59.0	100.0
Total	39	90.7	100.0	

Images you scanned or captured

	Frequency	Percent	Valid Percent	Cumulative Percent
No	17	39.5	43.6	43.6

Yes	22	51.2	56.4	100.0
Total	39	90.7	100.0	

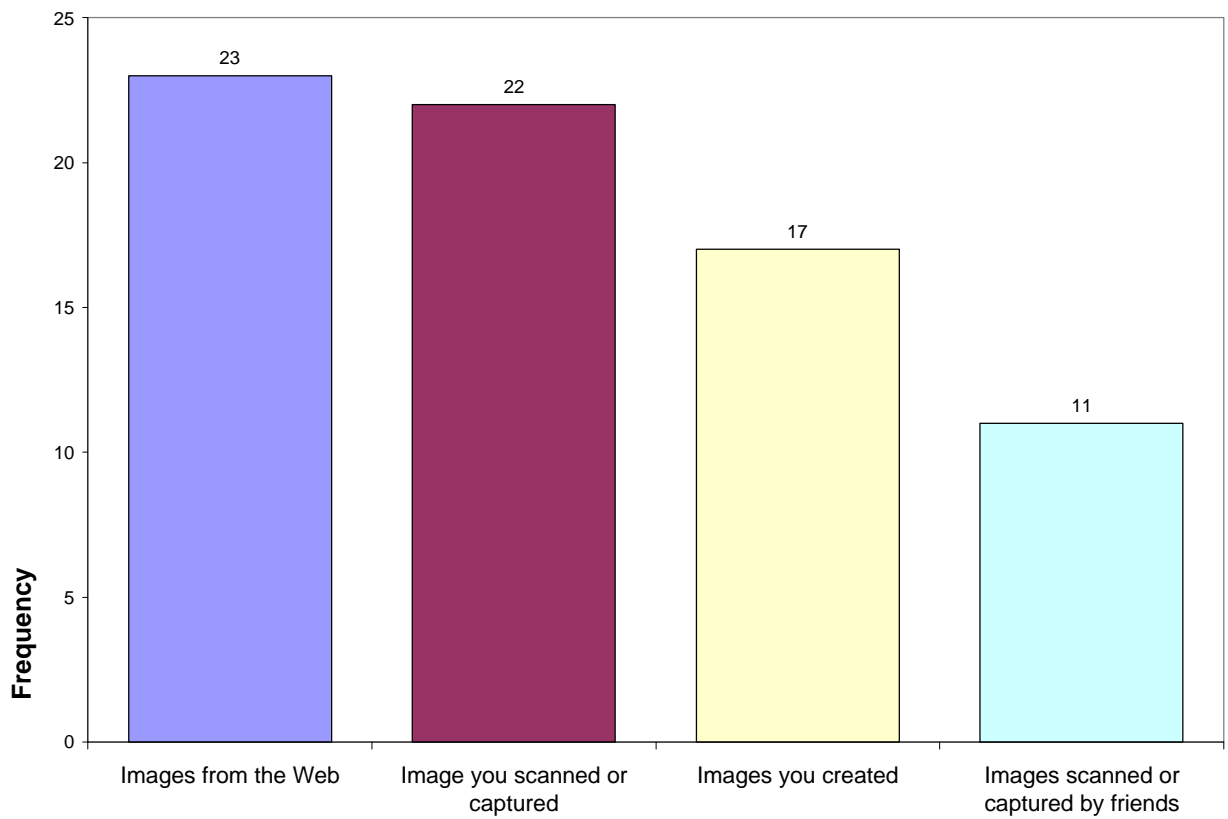
Images you created

	Frequency	Percent	Valid Percent	Cumulative Percent
No	22	51.2	56.4	56.4
Yes	17	39.5	43.6	100.0
Total	39	90.7	100.0	

Images scanned or captured by friends

	Frequency	Percent	Valid Percent	Cumulative Percent
No	28	65.1	71.8	71.8
Yes	11	25.6	28.2	100.0
Total	39	90.7	100.0	

Fifty-nine percent of respondents to this question reported displaying images taken from the Web. Fifty-six point four percent of respondents reported displaying images they scanned or captured. Forty-three point six percent report displaying images they created. It is surprising that these numbers do not decrease more rapidly as the effort required increases in each succeeding category of images. Only twenty-eight point one percent of those responding, display images from friends. The fact that this category comes in last may suggest that immediacy is a large part of “convenience”.

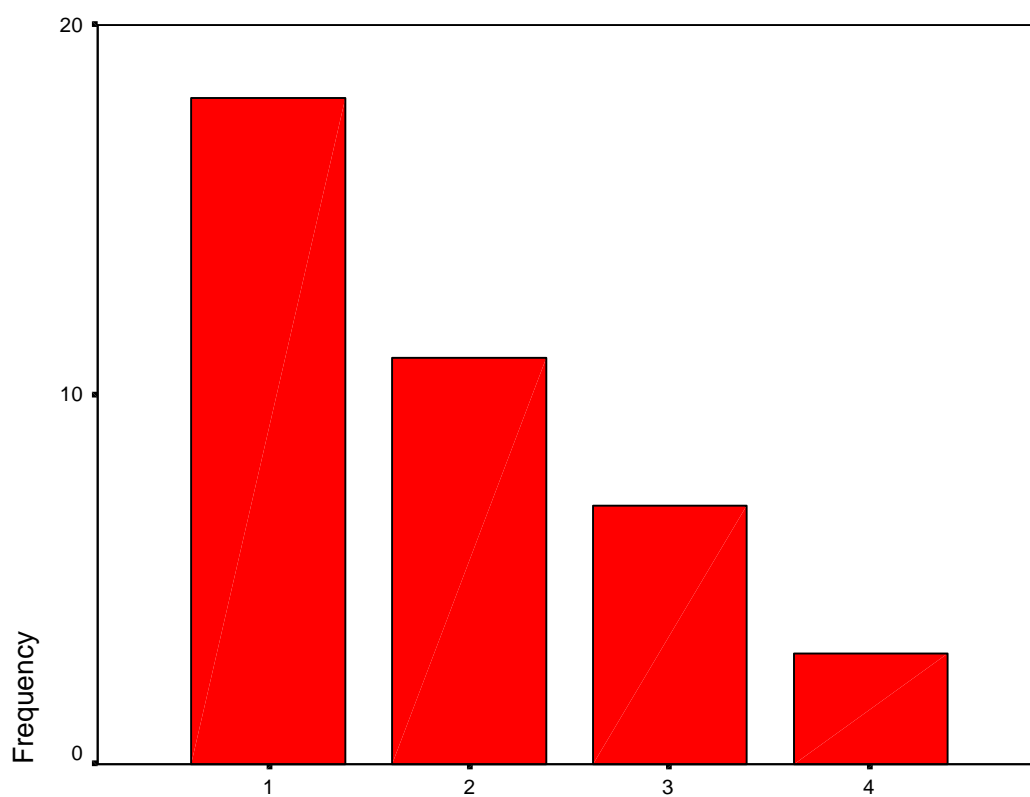
Image Sources Reported

Convenience is indeed a factor in infringement. The level of usage of each of these methods of acquiring images follows the order of decreasing ease. Yet we do not know how much of a role plays, nor under what conditions decreased convenience is a deterrent. Future research should include more questions about decreased convenience as a deterrent such as a series of situations and asking at what point a respondent would likely not bother to copy.

Total image sources reported

	Frequency	Percent	Valid Percent	Cumulative Percent
1	18	41.9	46.2	46.2
2	11	25.6	28.2	74.4
3	7	16.3	17.9	92.3
4	3	7.0	7.7	100.0
Total	39	90.7	100.0	

Total number of image sources used



Fifty-three point eight percent of respondents reported displaying images from more than one source. Of those forty-six point two percent reporting displaying images from only one source ten of them are only displaying images from the Web, five are only displaying images they scanned or captured, two are displaying images they created and one is displaying only images from a friend.

Level of infringement by Images from another Web page

		Image from Web		Total
		No	Yes	
Level of infringement	Low	7	12	19
	High	9	11	20
Total		16	23	39

A Chi-Square test was performed on the Image from Web variable with the Infringement Level variable but the test was not statistically significant ($p < .10$). However, the trend is that respondents who display images from the Web are slightly more likely to be low infringers. It may be that those who are willing and able to put in the effort to scan, capture or create images, are more likely to spend more time and make bigger pages, regardless of the amount of infringing content.

Level of infringement by Images You Scanned or Captured

		Images you scanned/captured		Total
		No	Yes	
Level of infringement	Low	7	12	19
	High	10	10	20
Total		17	22	39

A Chi-Square test was performed on the Image You Scanned variable with the Infringement Level variable but the test was not statistically significant. Respondents who display images they scanned or captured themselves are slightly more likely to be in the low infringement category than those who do not.

Level of infringement by Images You Created

		Images you created		Total
		No	Yes	
Level of infringement	Low	13	6	19
	High	9	11	20
Total		22	17	39

A Chi-Square test was performed on the Image You Created variable with the Infringement Level variable but the test was not statistically significant. However, respondents who displayed images they created themselves are more likely to be in the high infringement category. Examining this trend in conjunction with the cross-tabulation of Image You Scanned/Captured and Infringement Level argues against involvement in the work of creation of the images as an indicator of more support for copyright. If the majority of the material on their page was self-created, then being in the high category here does not indicate respondents' feelings toward copyright, as they might feel they had the right to do whatever the please with their own creations. However, only two respondents reported only having self-created images on their Web pages; one is in the high category and one in the low category. These 17 respondents come represent near equally all three cartoon/TV shows.

Level of infringement by Images Scanned or Captured by Friends

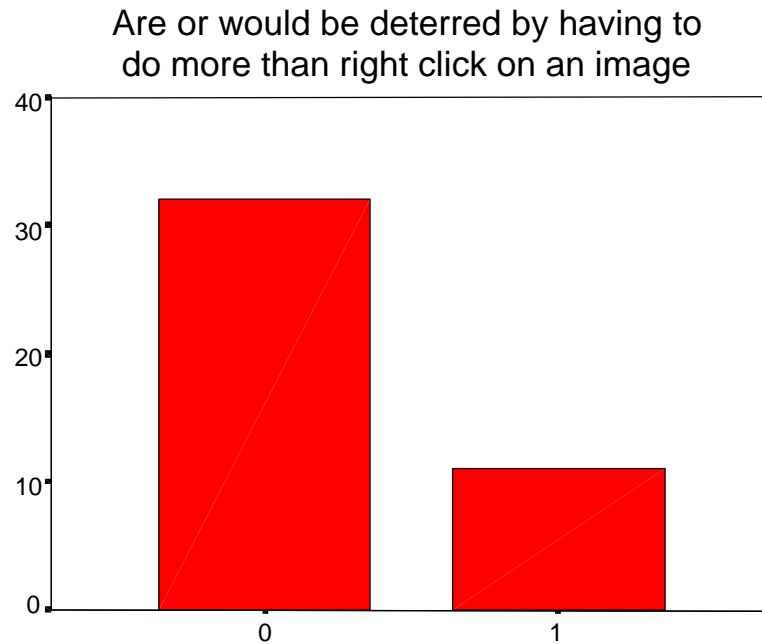
		Images scanned/captured by friends		Total
		No	Yes	
Level of infringement	Low	15	4	19
	High	13	7	20
Total		28	11	39

A Chi-Square test was performed on the Image from Friends variable with the Infringement Level variable but the test was not statistically significant. However, respondents who display images scanned or captured by friends are more likely to be in the high infringement category. This researcher has no suggestions as to why this pattern exists.

What would or does deter you from using images found on a Webpage?

**Are or would be deterred if
getting at an image entailed more than right clicking**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	32	74.4	74.4	74.4
Yes	11	25.6	25.6	100.0
Total	43	100.0	100.0	



Disabling the ability to right click to get at an image would not seem to give these respondents much pause; only twenty-five point six percent reported that this would deter them. This finding does not support decreased convenience as a deterrent. However, it is unknown whether the respondents really are capable of circumventing around this technical problem. The question did not specify whether or not the image could be retrieved from a local cache or whether it had been Java loaded. The aim of the question was also to see if people were aware of other ways of getting at images on Web pages and apparently almost 75% may be aware of other ways.

Do respondents exhibit ignorance of copyright law?

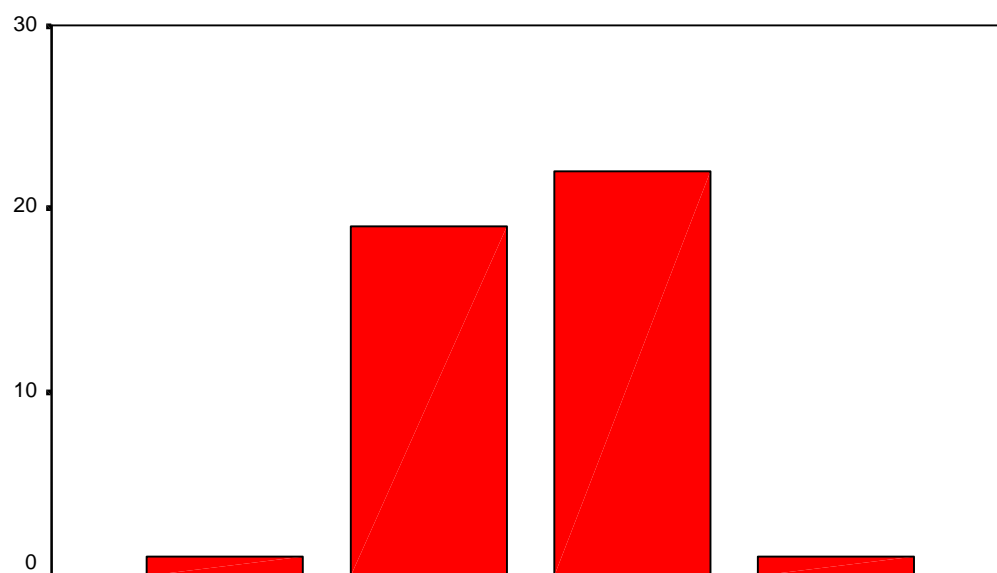
How would you rate your knowledge of copyright?

Self Rated Knowledge of Copyright

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know anything	1	2.3	2.3	2.3
Don't know much	19	44.2	44.2	46.5
Pretty knowledgeable	22	51.2	51.2	97.7
Expert	1	2.3	2.3	100.0
Total	43	100.0	100.0	

One person said they didn't know anything and one declared themselves an expert. The expert did show a very clear understanding of copyright in their survey comments, but then went on to provide the same sort of rationalization for infringement as those claiming and showing themselves to be less knowledgeable. It is very interesting that approximately half of the respondents think they know a good deal about copyright and half do not.

Self Rated Knowledge



Level of infringement by Self-Rated Knowledge of Copyright

		Self Rated Knowledge of Copyright				Total
		Don't know anything	Don't know much	Pretty knowledgeable	Expert	
Level of infringement	Low	1	12	10		23
	High		7	12	1	20
Total		1	19	22	1	43

Although a Chi-Square test was not statistically significant, there is an interesting trend in the data displayed here. Respondents claiming that they were “pretty knowledgeable” were more likely to be in the high infringement category than those who claimed they “don’t know much” were. Both the “Expert” and the “Don’t know anything” continued

this surprising trend. These results do not suggest that ignorance is not a factor in infringement because this is merely a self-rating by non-experts.

What is/are the purpose(s) of copyright?

Protecting the Author/Creator's Rights

	Frequency	Percent	Valid Percent	Cumulative Percent
No	3	7.0	7.0	7.0
Yes	40	93.0	93.0	100.0
Total	43	100.0	100.0	

Protecting the Publisher's Rights

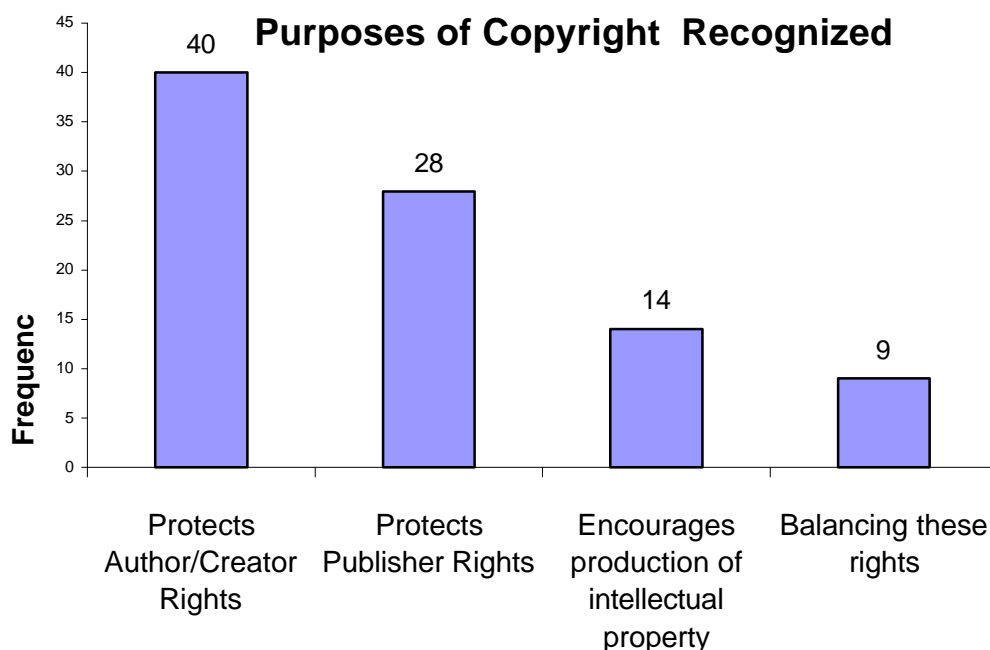
	Frequency	Percent	Valid Percent	Cumulative Percent
No	15	34.9	34.9	34.9
Yes	28	65.1	65.1	100.0
Total	43	100.0	100.0	

Encouraging the Production of Intellectual Property

	Frequency	Percent	Valid Percent	Cumulative Percent
No	29	67.4	67.4	67.4
Yes	14	32.6	32.6	100.0
Total	43	100.0	100.0	

Balancing These Rights

	Frequency	Percent	Valid Percent	Cumulative Percent
No	34	79.1	79.1	79.1
Yes	9	20.9	20.9	100.0
Total	43	100.0	100.0	

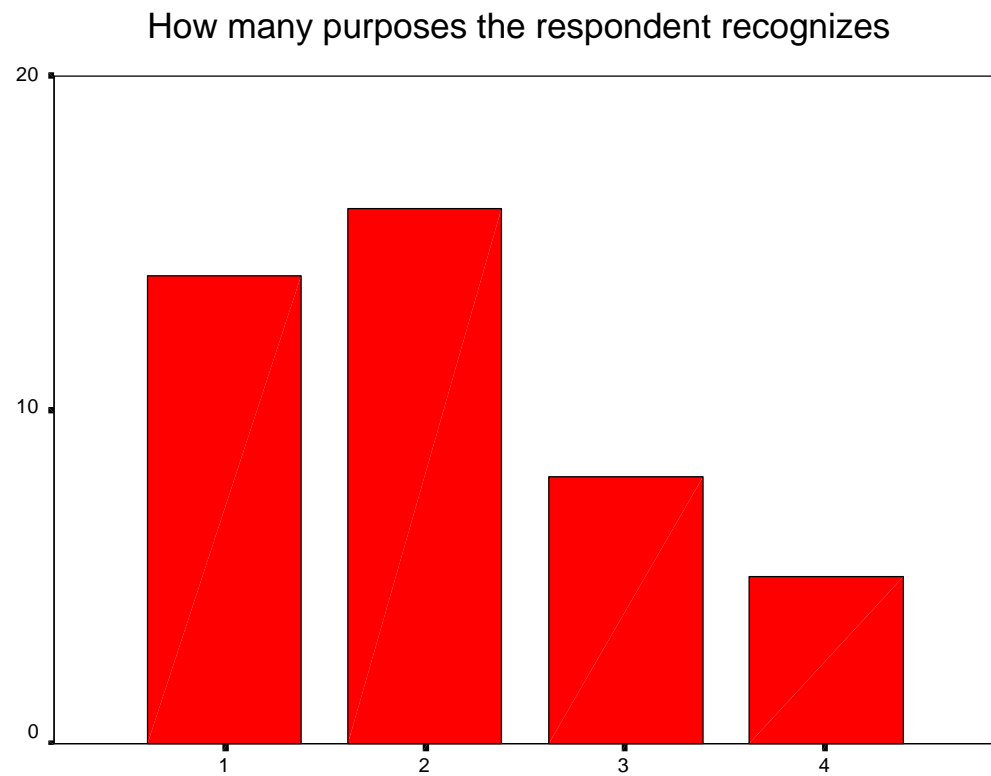


Ninety-three percent of respondents recognize that copyright law serves to protect the author/creator's rights. However, over sixty-five percent recognize that copyright law serves to protect publishers' rights. It is surprising that the number of respondents who believe that author outnumber pubs; considering the other attitudes which are commonly available on the Web about "big business" taking over. Only thirty-two point six percent of respondents think that copyright serves to encourage the production of intellectual property, which could indicate that less than a third of the respondents believe that copyright benefits society by encouraging the creation of intellectual property. However, such a low response may stem from the fact that respondents may not have been sure of what was meant by "intellectual works", which may have been seen as "great works of classical literature" or "theories of relativity" instead of "comic books". Due to the wording of the question respondents may also simply disagree that copyright in fact has this effect even if they know that this is one of copyright's stated purposes. Only twenty

point nine percent of respondents recognize that copyright law serves to balance author/creator rights, publishers' rights and to encourage the production of intellectual property. This item was intended to capture those who know the other purposes of copyright, but see it as unbalanced in its protections. The low rate here may also be effected by the biases of the previously mentioned question. It may, unfortunately also be that respondents did not feel it necessary to check this box if they had already chosen the other three.

How many purposes the respondent recognizes

	Frequency	Percent	Valid Percent	Cumulative Percent
1	13	30.2	30.2	30.2
2	16	37.2	37.2	67.4
3	8	18.6	18.6	86.0
4	6	14.0	14.0	100.0
Total	43	100.0	100.0	



Despite the biases in a few of the above items, most people indicated recognizing at least two purposes of copyright law. Only fourteen percent of respondents exhibited knowledge of all four purposes and conversely eighty-six percent exhibited some degree of ignorance in not recognizing all four listed purposes of copyright.

According to United States copyright law:

Everything is copyrighted once in a fixed form

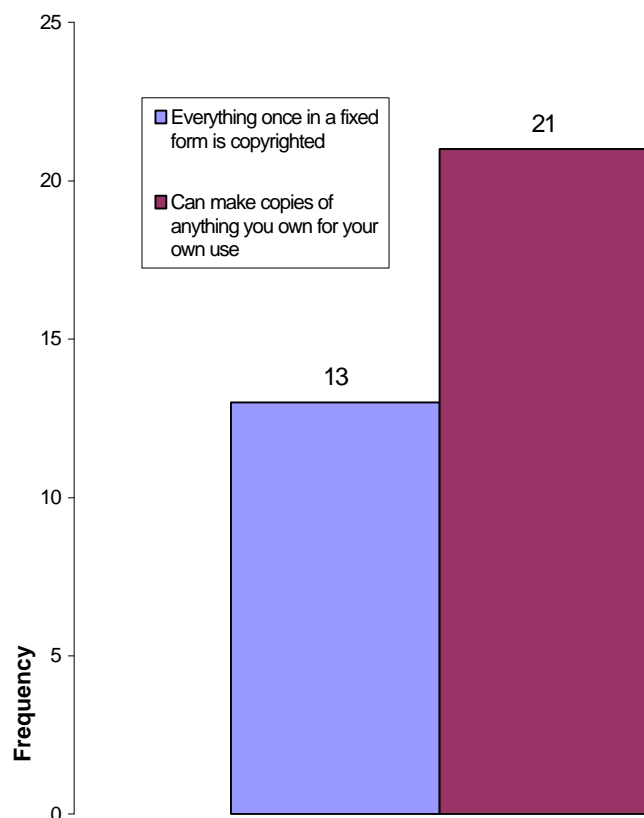
	Frequency	Percent	Valid Percent	Cumulative Percent
No	30	69.8	69.8	69.8
Yes	13	30.2	30.2	100.0
Total	43	100.0	100.0	

Can copy anything you own for your own use

	Frequency	Percent	Valid Percent	Cumulative Percent
No	22	51.2	51.2	51.2
Yes	21	48.8	48.8	100.0
Total	43	100.0	100.0	

Only thirty point two percent of respondents know that everything is copyrighted as soon as it is in a fixed form and does not require a copyright notice or symbol to be protected by copyright law. However, a much larger forty-eight point eight percent of respondents knew that they could copy anything they owned for their own personal use.

Copyright Law Statements that are True



Can copy anything for your own use

	Frequency	Percent	Valid Percent	Cumulative Percent
No	32	74.4	74.4	74.4
Yes	11	25.6	25.6	100.0
Total	43	100.0	100.0	

Only twenty-five point six percent of respondents thought that copyright law allowed copying anything for your own use. Yet in the case of libraries this is true. Anyone with access to a library has traditionally had the right to copy anything the library owned for their own use. The fine points were avoided in the survey, because it was felt they would

only serve to confuse and frustrate the respondents and such detail was not necessary. We only needed to know if they had basic knowledge of copyright.

You can distribute copies as long as you don't profit from it

	Frequency	Percent	Valid Percent	Cumulative Percent
No	43	100.0	100.0	100.0

It almost appears as if no one answered this item. The survey form was checked to make sure it was functioning and it was indeed possible to answer this item. That not one of the respondents felt that copyright law allowed non-profit use is especially strange because so many people voiced the rationale that non-profit use was ok on other questions. The answer may lie in the use of the term “distribute” in the wording of this question. The respondents may have interpreted “distribute” as actively giving away the materials as opposed to posting them on their own pages. This theory of why the question was not answered is strengthened by the answers to question 18 where many respondents indicated that according to copyright law “It is ok to use other people’s work if you aren’t profiting from it”. So it looks as if the respondents do see something wrong with “distributing” materials even if they are not profiting from it. This aspect would need further investigation before any conclusions could be reached.

You can distribute copies as long as you don't profit from it and you credit the author/creator

	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	62.8	62.8	62.8
Yes	16	37.2	37.2	100.0
Total	43	100.0	100.0	

And yet a much larger percentage (37.2%) said it was legal to “distribute” if you don’t profit and you credit the author/creator. Belief that copyright law allows non-profit usage

jumps from 0 to 37.2% when the aspect of crediting the author/creator is added. The fact that crediting the author is the most important aspect to respondents appears over and over again, in the data and in their comments. Please see Appendix E for the verbatim comments.

**Unless it has a copyright notice, it isn't copyrighted
and may be copied at will**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	30	69.8	69.8	69.8
Yes	13	30.2	30.2	100.0
Total	43	100.0	100.0	

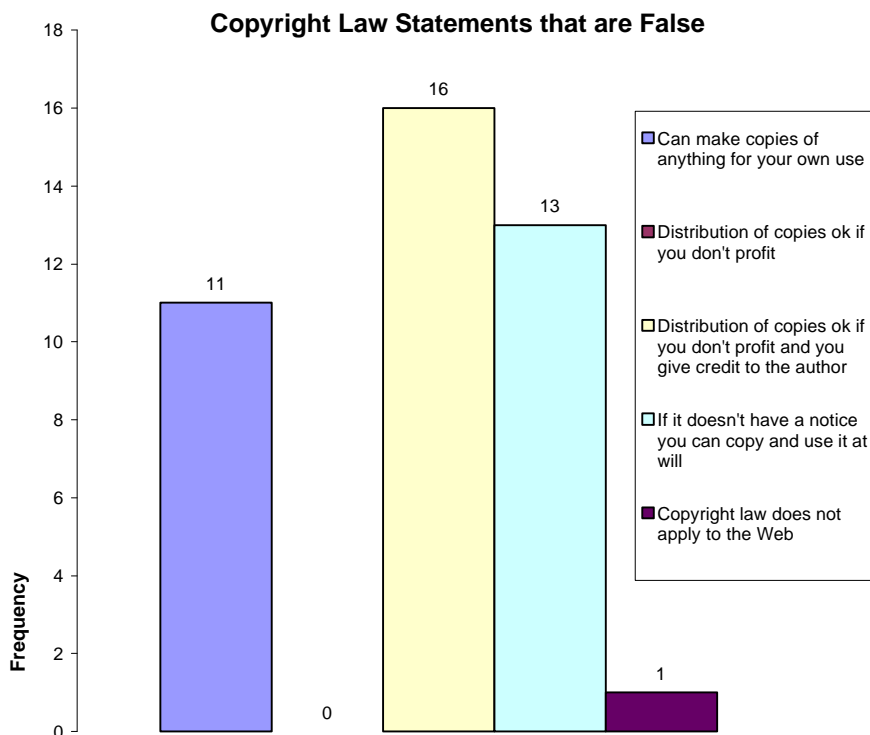
Thirty point two percent of respondents falsely believe that copyright law requires a copyright notice. It was expected that more respondents would have still believed this to be true. U.S. law has changed in this aspect to reflect most other countries in not requiring a notice for copyright protection on all copyrighted materials. This is an interesting contrast to the first item in this question: “everything, once in a fixed form, is copyrighted” where thirty point two percent of respondents knew that was true.

Copyright does not apply to the Web

	Frequency	Percent	Valid Percent	Cumulative Percent
No	42	97.7	97.7	97.7
Yes	1	2.3	2.3	100.0
Total	43	100.0	100.0	

Only two point three percent of respondents believe that copyright law does not cover the Web. A whopping ninety seven point seven percent of respondents are aware that copyright law does apply to the web in some fashion. So, the vast majority of respondents

recognize that copyright law, whatever its particulars might be, does govern usage on the Web in some way.



According to your knowledge of US copyright law, possible penalties for infringement of copyright are...

Penalties include letters asking you to stop

	Frequency	Percent	Valid Percent	Cumulative Percent
No	12	27.9	27.9	27.9
Yes	31	72.1	72.1	100.0
Total	43	100.0	100.0	

**Penalties include removal of your web sites from
the Web by your ISP**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	15	34.9	34.9	34.9
Yes	28	65.1	65.1	100.0
Total	43	100.0	100.0	

Penalties include your ISP refusing you all services

	Frequency	Percent	Valid Percent	Cumulative Percent
No	26	60.5	60.5	60.5
Yes	17	39.5	39.5	100.0
Total	43	100.0	100.0	

Penalties include imprisonment

	Frequency	Percent	Valid Percent	Cumulative Percent
No	22	51.2	51.2	51.2
Yes	21	48.8	48.8	100.0
Total	43	100.0	100.0	

Penalties include fines

	Frequency	Percent	Valid Percent	Cumulative Percent
No	9	20.9	20.9	20.9
Yes	34	79.1	79.1	100.0
Total	43	100.0	100.0	

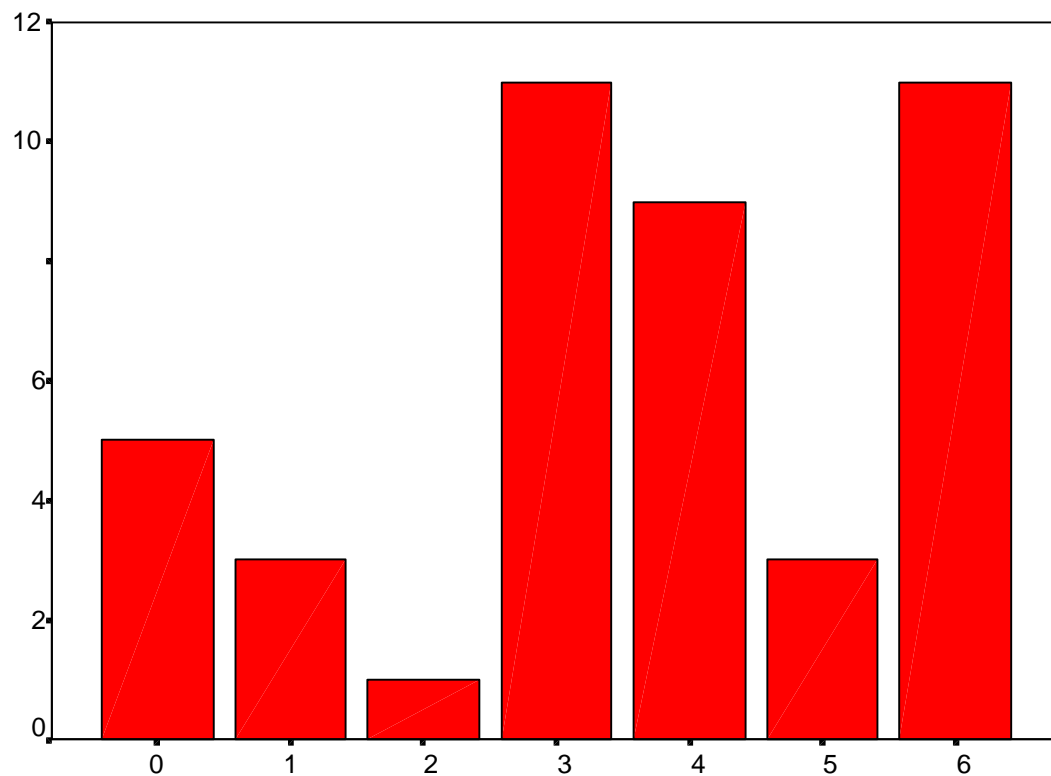
Penalties include court awarded monetary damages

	Frequency	Percent	Valid Percent	Cumulative Percent
No	19	44.2	44.2	44.2
Yes	24	55.8	55.8	100.0
Total	43	100.0	100.0	

Total penalties recognized

	Frequency	Percent	Valid Percent	Cumulative Percent
0	5	11.6	11.6	11.6
1	3	7.0	7.0	18.6
2	1	2.3	2.3	20.9
3	11	25.6	25.6	46.5
4	9	20.9	20.9	67.4
5	3	7.0	7.0	74.4
6	11	25.6	25.6	100.0
Total	43	100.0	100.0	

Total Penalties Acknowledged



All of these penalties are possible consequences of copyright infringement under different circumstances. There is general awareness of these penalties among the

respondents. Seventy nine point one percent of respondents recognized at least three penalties.

According to copyright law... Are any of the following true?

**Believes that Copyright Law states that it is
ok to copy anything from the web**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	40	93.0	93.0	93.0
Yes	3	7.0	7.0	100.0
Total	43	100.0	100.0	

**Believes that Copyright Law states that it is ok to copy anything from
the Web that doesn't say you can't**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	40	93.0	93.0	93.0
Yes	3	7.0	7.0	100.0
Total	43	100.0	100.0	

**Believes that Copyright Law states that it is ok to copy anything from
the Web that doesn't have a copyright notice**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	32	74.4	74.4	74.4
Yes	11	25.6	25.6	100.0
Total	43	100.0	100.0	

Believes that Copyright Law states that it is ok to use other people's work if you aren't profiting from it

	Frequency	Percent	Valid Percent	Cumulative Percent
No	39	90.7	90.7	90.7
Yes	4	9.3	9.3	100.0
Total	43	100.0	100.0	

Believes that Copyright Law states that it is ok to use other people's work on my own personal pages

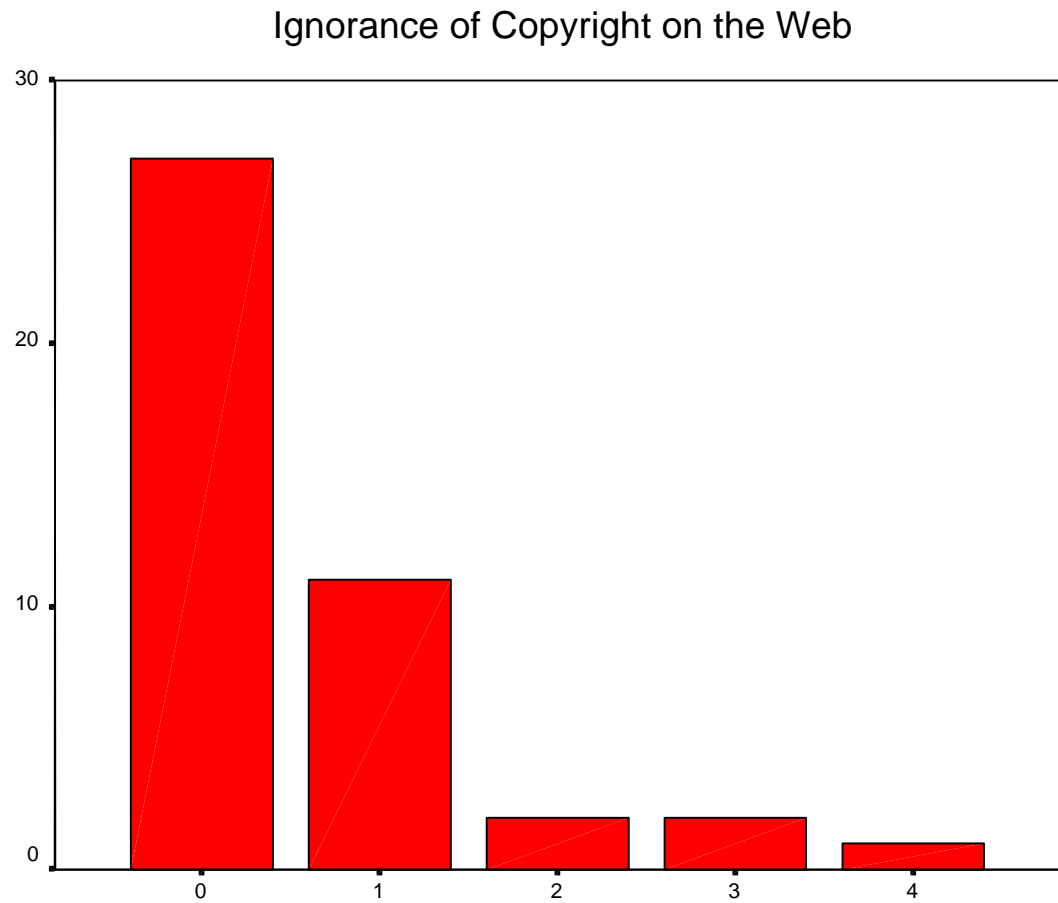
	Frequency	Percent	Valid Percent	Cumulative Percent
No	43	100.0	100.0	100.0

Believes that Copyright Law does not apply to the Web

	Frequency	Percent	Valid Percent	Cumulative Percent
No	39	90.7	90.7	90.7
Yes	4	9.3	9.3	100.0
Total	43	100.0	100.0	

Ignorance of Copyright on the Web

	Frequency	Percent	Valid Percent	Cumulative Percent
0	27	62.8	62.8	62.8
1	11	25.6	25.6	88.4
2	2	4.7	4.7	93.0
3	2	4.7	4.7	97.7
4	1	2.3	2.3	100.0
Total	43	100.0	100.0	



Ignorance of Copyright Law is the number of incorrect statements about copyright law that the respondent agreed with; a higher score indicates more ignorance. Very few respondents exhibited great ignorance by choosing all of these incorrect statements, yet at least 37.2 percent exhibited some ignorance. This measure is not a true scale as agreeing with some of these statements exhibits more ignorance than others.

According to copyright law... from which sources is it ok to display images on your personal web pages?

One respondent who identified himself as an “expert”, refused to answer this question on the grounds that it was to “black and white for me to answer [...] without ‘intent’”.

Believes that Copyright Law allows displaying images from any source you own

	Frequency	Percent	Valid Percent	Cumulative Percent
No	35	81.4	83.3	83.3
Yes	7	16.3	16.7	100.0
Total	42	97.7	100.0	

It was expected that many respondents would believe they could display from anything they owned, but only sixteen point seven percent indicated this.

Level of infringement by Believes that Copyright Law allows displaying images from any source you own

		OK to take from any source you own		Total
		No	Yes	
Level of infringement	Low	22	1	23
	High	14	6	20
Total		36	7	43

A Chi-Square test was performed on the From Any Source You Own Knowledge variable with the Infringement Level variable, the test was statistically significant ($X^2 = 5.165$, $p < .05$). Those respondents espousing that copyright law allows copying from any source one owns are six times more likely to be in the high infringement category. This

belief is very strongly associated with level of infringement. This is significant for further research because according to this pool of respondents, this is the second most acceptable source for images. These results suggest this as a very important belief to counter in enforcing copyright. Ignorance of this one item is highly related to infringement level.

**Believes that Copyright Law allows displaying
images from any source**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	42	97.7	100.0	100.0

It is fascinating that no one expressed complete ignorance of copyright law. It was expected that at least one respondent would choose this answer, but the fact that not one did does make sense when only sixteen point seven percent thought they could copy from a source they did own.

**Believes that Copyright Law allows displaying
images from any noncommercial web site *without explicit* notices that
images may not be taken**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	28	65.1	66.7	66.7
Yes	14	32.6	33.3	100.0
Total	42	97.7	100.0	

**Believes that Copyright Law allows displaying
images from any noncommercial web site that *has explicit* notices that
images may not be taken**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	97.6	97.6
Yes	1	2.3	2.4	100.0
Total	42	97.7	100.0	

**Believes that Copyright Law allows displaying
images from the official Cartoon/TV show site**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	97.6	97.6
Yes	1	2.3	2.4	100.0
Total	42	97.7	100.0	

A third of the respondents believe that lack of a notice means that images may be taken. However, this item does not specify a copyright notice; the notice could be a note from the creator. The numbers here are in line with the fact that most people still believe that a copyright notice is necessary to denote something that is copyrighted. Only two point four percent would not respect a notice, copyright or not. Two point four percent also believe that they can copy from the official site.

**Believes that Copyright Law allows displaying
images when explicit permission is given**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	40	93.0	95.2	95.2
Yes	2	4.7	4.8	100.0
Total	42	97.7	100.0	

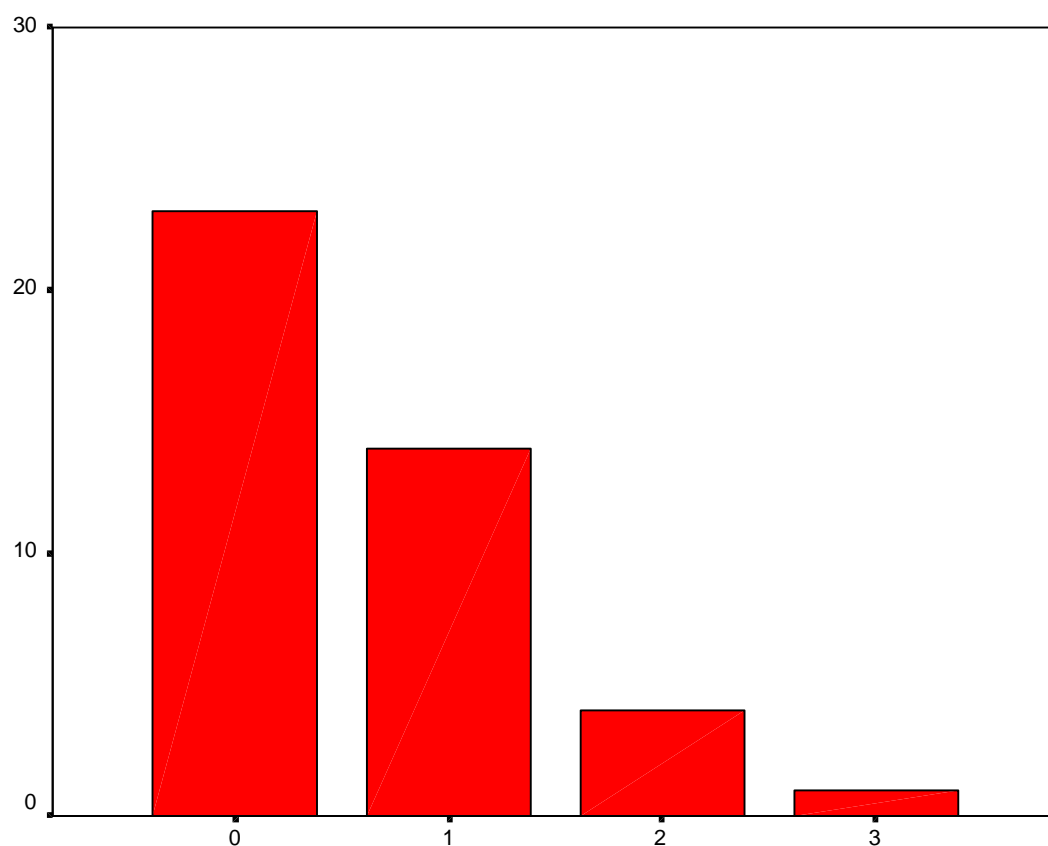
This category was created when all the respondents selecting “other” in both knowledge and opinion and giving other sources or conditions answered along the same vein. Four

point eight percent express solid knowledge of copyright in knowing that explicit permission is required to display others work.

Ignorance of Acceptable Sources According to Copyright Law

	Frequency	Percent	Valid Percent	Cumulative Percent
0	23	53.5	54.8	54.8
1	14	32.6	33.3	88.1
2	4	9.3	9.5	97.6
3	1	2.3	2.4	100.0
Total	42	97.7	100.0	

Ignorance of Acceptable Sources According to Copyright Law



Very few respondents expressed great ignorance; but most respondents exhibited some ignorance in this measure. More than half of the respondents did not exhibit ignorance here.

What would or does deter you from using images found on a Webpage?

Are or would be deterred by a law prohibiting using other's images on the Web without their permission

	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	62.8	62.8	62.8
Yes	16	37.2	37.2	100.0
Total	43	100.0	100.0	

Despite the fact that all respondents are infringing on copyright law, thirty seven point two percent express that they would be deterred by a law, which in fact already exists. This response cannot be fully explained by the possibility that respondents might not consider the present copyright law to apply to the web as only nine point three percent of respondent expressed the belief that "copyright does not apply to the Web".

Do respondents exhibit disdain for copyright law?

What are your opinions of copyright on the web?

The following items do not prove disdain by themselves; only when compared to each respondents exhibited knowledge do these items show that a respondent is in disagreement with copyright law and not simply ignorant.

Opinion is that anything posted to the web is fair game

	Frequency	Percent	Valid Percent	Cumulative Percent
No	38	88.4	88.4	88.4
Yes	5	11.6	11.6	100.0
Total	43	100.0	100.0	

Opinion is that anything without a copyright notice is fair game for any type of use

	Frequency	Percent	Valid Percent	Cumulative Percent
No	25	58.1	58.1	58.1
Yes	18	41.9	41.9	100.0
Total	43	100.0	100.0	

Opinion is that all images are copyright protected and one should not take anything for use on one's own web page without express permission of the owner

	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	62.8	62.8	62.8
Yes	16	37.2	37.2	100.0
Total	43	100.0	100.0	

Opinion is that the Web is a free medium and copyright law does not apply

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	95.3	95.3
Yes	2	4.7	4.7	100.0
Total	43	100.0	100.0	

Opinion is that copyright infringement is a “victimless” crime

	Frequency	Percent	Valid Percent	Cumulative Percent
No	40	93.0	93.0	93.0
Yes	3	7.0	7.0	100.0
Total	43	100.0	100.0	

Opinion is that crediting the author/creator is the most important issue

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	95.3	95.3
Crediting the author/creator is the most important issue	2	4.7	4.7	100.0
Total	43	100.0	100.0	

Opinion is that Non-profit use should be allowed

	Frequency	Percent	Valid Percent	Cumulative Percent
No	36	83.7	83.7	83.7
Non-profit use should be allowed	7	16.3	16.3	100.0
Total	43	100.0	100.0	

Opinion is that usage is ok unless asked to remove

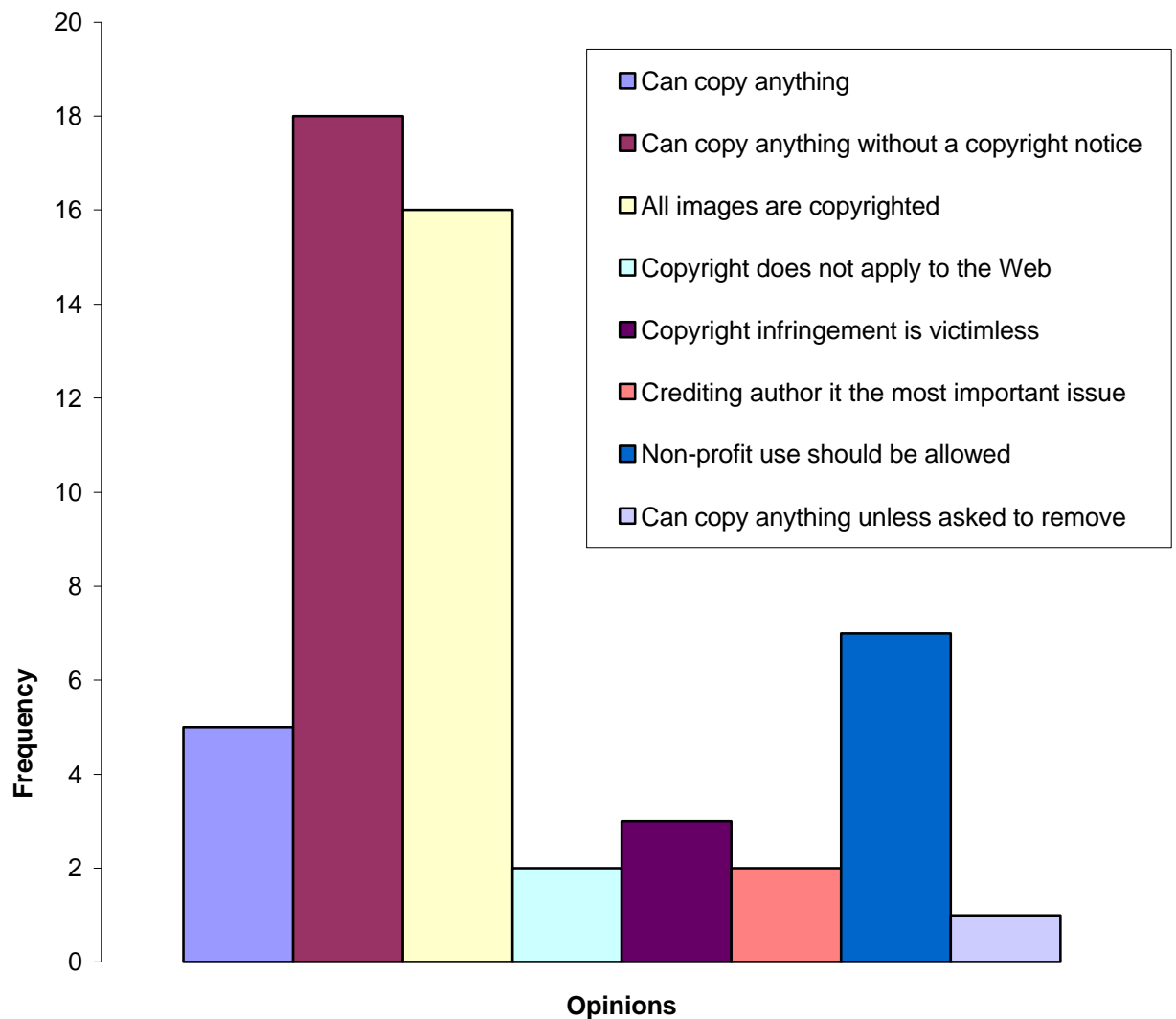
	Frequency	Percent	Valid Percent	Cumulative Percent
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No	42	97.7	97.7	97.7
Ok unless asked to remove	1	2.3	2.3	100.0
Total	43	100.0	100.0	

Opinion is that personal Web page use is fair use

	Frequenc y	Percent	Valid Percent	Cumulative Percent
No	41	95.3	95.3	95.3
Fair use	2	4.7	4.7	100.0
Total	43	100.0	100.0	

Web Copyright Opinions



Only 11.6 percent of respondents think that “anything posted to the Web is fair game”, but 41.9 percent believe that anything without a copyright notice is “fair game”. Only 37.2 percent of respondents believe that all images are copyright protected and one should not [...] use them without express permission”. Only 4.7 percent believe that the “Web is a free medium and copyright law does not apply”. Respondents do show an awareness that copyright infringement does damage someone in that only 7 percent

expressed that “copyright infringement is a victimless crime”. 7.7 percent of respondents used the comment box for this question to state that “crediting the author is the most important issue”, 16.3 percent used the comment box to express that “non-profit use should be allowed, only 2.3 percent (or one person) used it to express that they thought that usage was “generally ok unless asked to remove” something. These results show that most respondents are thinking about what they are doing.

Who benefits from the copyright law?

Author or Creator benefits from Copyright Law

	Frequency	Percent	Valid Percent	Cumulative Percent
No	3	7.0	7.0	7.0
Yes	40	93.0	93.0	100.0
Total	43	100.0	100.0	

Publisher benefits from Copyright Law

	Frequency	Percent	Valid Percent	Cumulative Percent
No	11	25.6	25.6	25.6
Yes	32	74.4	74.4	100.0
Total	43	100.0	100.0	

Lawyers benefit from Copyright Law

	Frequency	Percent	Valid Percent	Cumulative Percent
No	20	46.5	46.5	46.5
Yes	23	53.5	53.5	100.0
Total	43	100.0	100.0	

You yourself benefit from Copyright Law

	Frequency	Percent	Valid Percent	Cumulative Percent
No	29	67.4	67.4	67.4
Yes	14	32.6	32.6	100.0
Total	43	100.0	100.0	

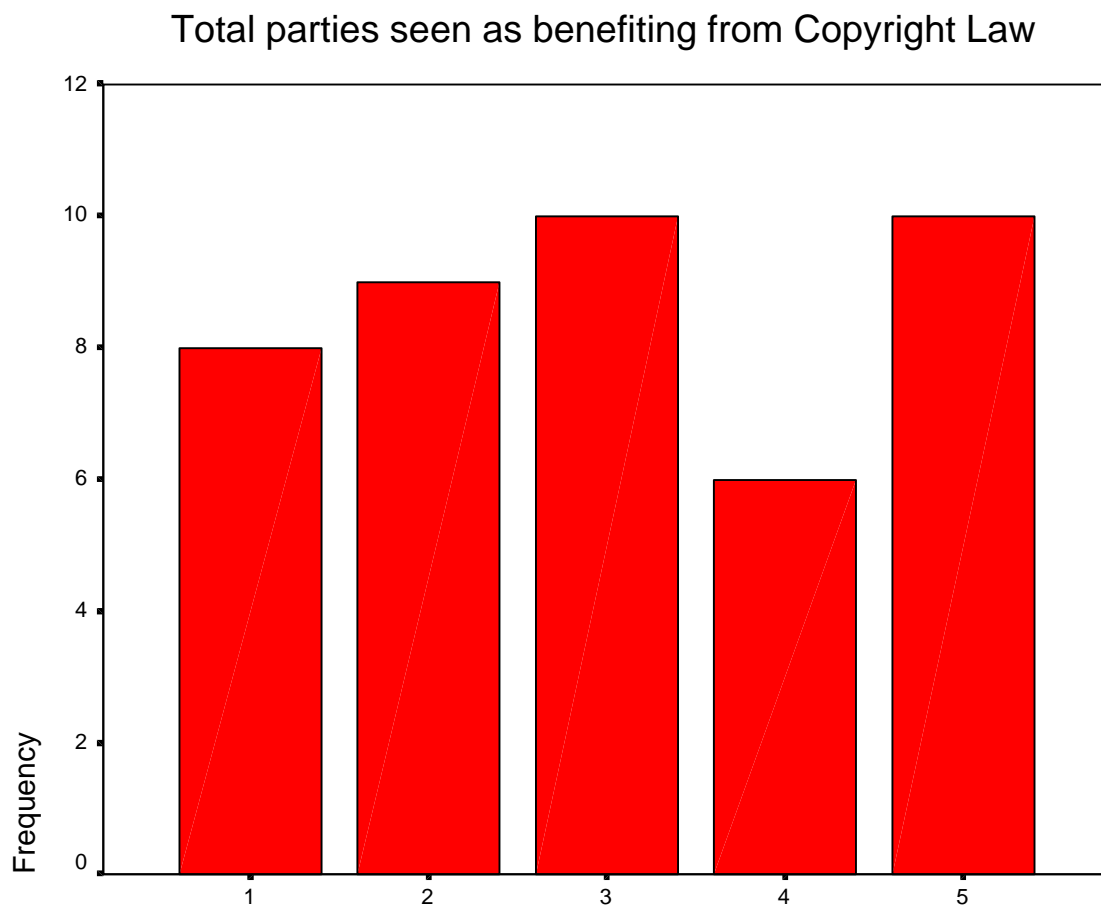
Society benefits from Copyright Law

	Frequency	Percent	Valid Percent	Cumulative Percent
No	23	53.5	53.5	53.5
Yes	20	46.5	46.5	100.0
Total	43	100.0	100.0	

Ninety-three percent of respondents believe that author and creators benefit from copyright law. A much lower 74.4 percent believe that the publisher benefits. The lawyer item may be biased in that it was too vague; it could have been interpreted as “of course lawyers benefit from laws” or it could have been interpreted as “those greedy lawyers benefit”. As it is 46.5 percent of respondents believe that lawyers benefit. As it is only one person answered that only lawyers benefit. These findings go against common perception that “big business” and lawyers ” benefit from copyright law. It is possible that respondents are unaware of the fact that it is the publishers who often own copyrights.

Total parties seen as benefiting from Copyright Law

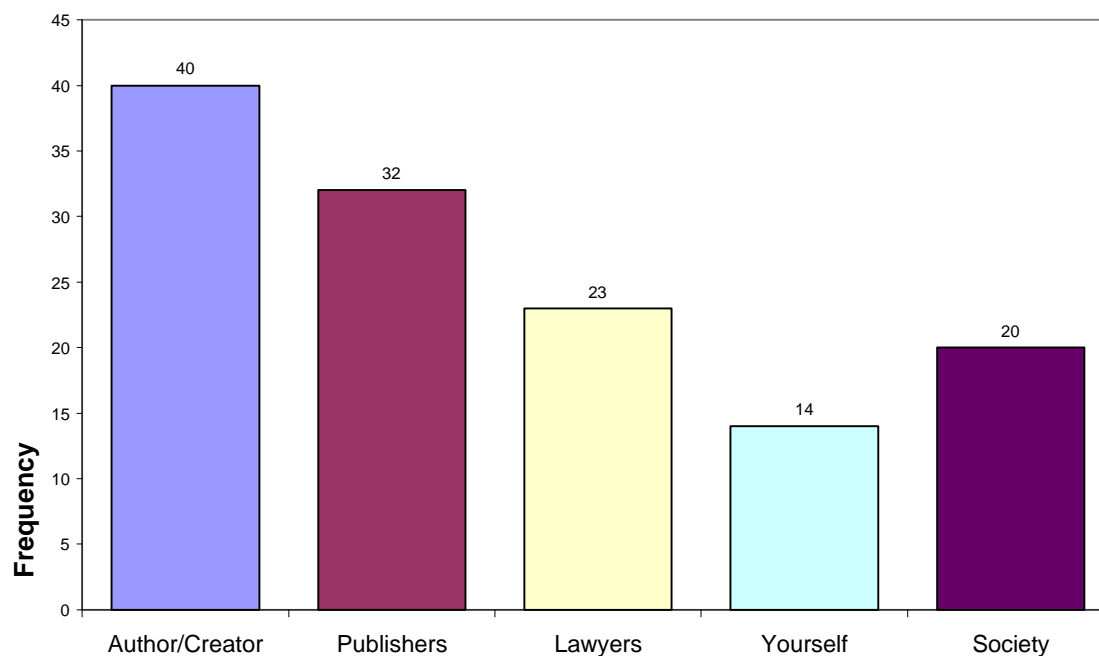
	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	18.6	18.6	18.6
2	9	20.9	20.9	39.5
3	10	23.3	23.3	62.8
4	6	14.0	14.0	76.7
5	10	23.3	23.3	100.0
Total	43	100.0	100.0	



Five people expressed that only authors benefit and two people expressed that only publishers benefit. As is to be expected not one respondent expressed that only they or society benefits. It is interesting to note that more people see society benefiting than see themselves benefiting.

A Chi-Square test of the Total Parties Benefiting with the Infringement Level variable was not statistically significant and no pattern was evident in the distribution of cases. Based on Skinner & Fream's findings of the effect of respect for law on behavior, it is expected that there would be an evident relationship with a much larger sample.

Who Benefits from Copyright Law



In your opinion... Are any of the following true?

This measure examines the differences between opinion and knowledge responses for question 18 where the respondent was asked to give both their own opinion and their knowledge of copyright law. The following items do not prove disdain by themselves; only when compared to each respondent's exhibited knowledge do these items show that a respondent is in disagreement with copyright law and not simply ignorant.

Opinion is that it is ok to copy anything from the web

	Frequency	Percent	Valid Percent	Cumulative Percent
No	37	86.0	86.0	86.0
Yes	6	14.0	14.0	100.0
Total	43	100.0	100.0	

**Opinion is that it is ok to copy anything from the
Web that doesn't say you can't**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	24	55.8	55.8	55.8
Yes	19	44.2	44.2	100.0
Total	43	100.0	100.0	

**Opinion is that it is ok to copy anything from the
Web that doesn't have a copyright notice**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	21	48.8	48.8	48.8
Yes	22	51.2	51.2	100.0
Total	43	100.0	100.0	

**Opinion is that it is ok to use other people's work
if you aren't profiting from it**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	26	60.5	60.5	60.5
Yes	17	39.5	39.5	100.0
Total	43	100.0	100.0	

**Opinion is that it is ok to use other people's work
on my own personal pages**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	29	67.4	67.4	67.4
Yes	14	32.6	32.6	100.0
Total	43	100.0	100.0	

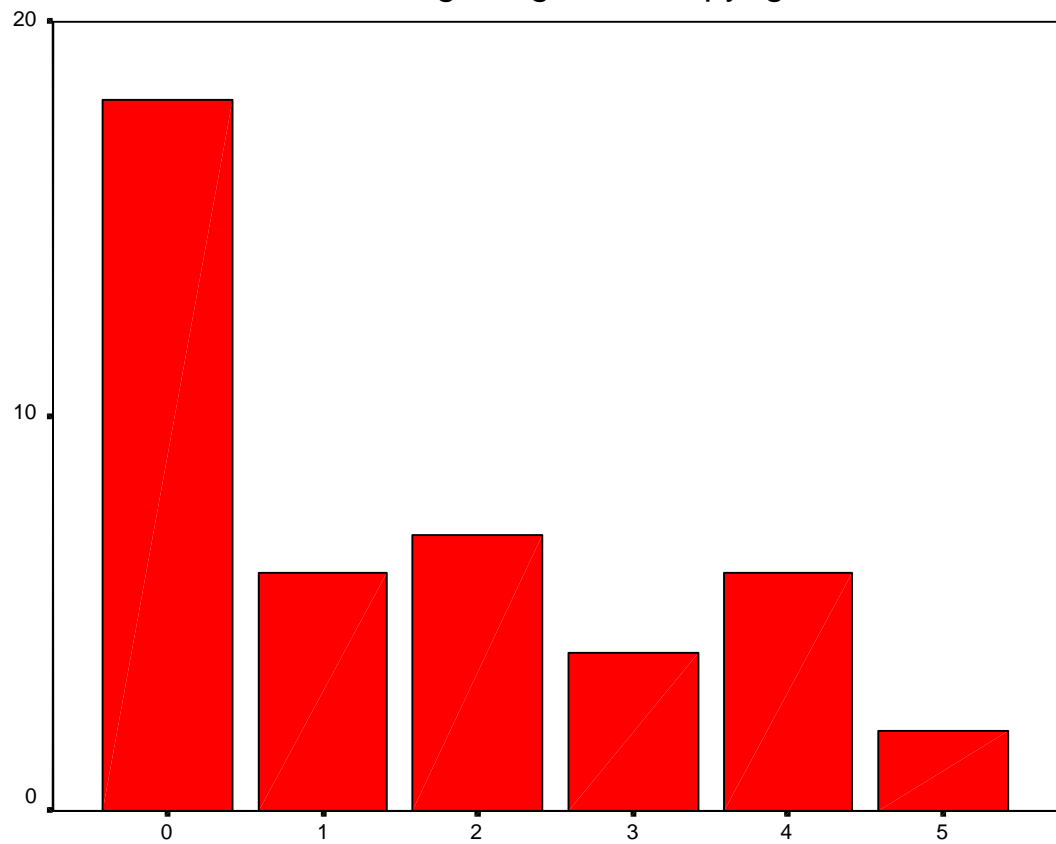
Opinion is that Copyright Law does not apply to the Web

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	95.3	95.3
Yes	2	4.7	4.7	100.0
Total	43	100.0	100.0	

Disdain through disagreement with professed knowledge

	Frequency	Percent	Valid Percent	Cumulative Percent
0	18	41.9	41.9	41.9
1	6	14.0	14.0	55.8
2	7	16.3	16.3	72.1
3	4	9.3	9.3	81.4
4	6	14.0	14.0	95.3
5	2	4.7	4.7	100.0
Total	43	100.0	100.0	

Disdain through disagreement with professed
knowledge of general copyright



Almost half (41.9%) of the respondents did not exhibit disdain on this measure, but .58.1% expressed at least some disdain here.

In your opinion... from which sources is it ok to display images on your personal web pages?

This measure examines the differences opinion and knowledge responses for question 19 where the respondent was asked to give both their own opinion and their knowledge of copyright law of what sources images may be taken from. The following items do not prove disdain by themselves; only when compared to each respondent's exhibited knowledge do these items show that a respondent is in disagreement with copyright law and not simply ignorant. One respondent who identified himself as an "expert", refused to answer this question on the grounds that it was to "black and white for me to answer

Opinion is that Copyright Law should allow displaying images from any source you own

	Frequency	Percent	Valid Percent	Cumulative Percent
No	21	48.8	50.0	50.0
Yes	21	48.8	50.0	100.0
Total	42	97.7	100.0	

Opinion is that Copyright Law should allow displaying images from any source

	Frequency	Percent	Valid Percent	Cumulative Percent
No	33	76.7	78.6	78.6
Yes	9	20.9	21.4	100.0
Total	42	97.7	100.0	

Opinion is that Copyright Law should allow displaying images from any noncommercial web site without explicit notices that images may not be taken

	Frequency	Percent	Valid Percent	Cumulative Percent
No	15	34.9	35.7	35.7
Yes	27	62.8	64.3	100.0
Total	42	97.7	100.0	

**Opinion is that Copyright Law should allow displaying
images from any noncommercial web site that has explicit notices that
images may not be taken**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	38	88.4	90.5	90.5
Yes	4	9.3	9.5	100.0
Total	42	97.7	100.0	

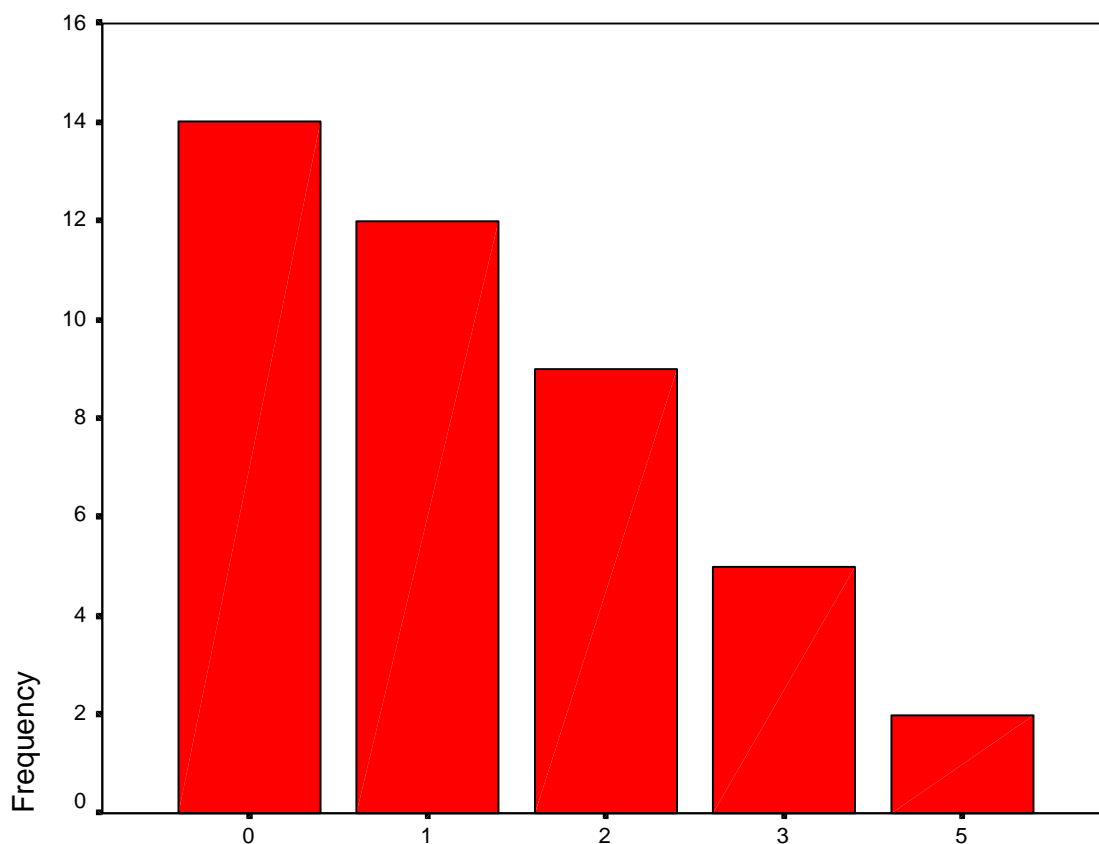
**Opinion is that Copyright Law should allow displaying
images from the official Cartoon/TV show site**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	33	76.7	78.6	78.6
Yes	9	20.9	21.4	100.0
Total	42	97.7	100.0	

Disdain through disagreement with copyright acceptable sources

	Frequency	Percent	Valid Percent	Cumulative Percent
0	14	32.6	33.3	33.3
1	12	27.9	28.6	61.9
2	9	20.9	21.4	83.3
3	5	11.6	11.9	95.2
5	2	4.7	4.8	100.0
Total	42	97.7	100.0	

Disdain through disagreement with copyright acceptable sources



Sixty six point seven percent of respondents exhibited at least some disdain in this measure and only 33.3 percent did not express disdain.

What would or does deter you from using images found on a Webpage?

Are or would be deterred by having to use illegal software to get an image from a Webpage

	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	62.8	62.8	62.8
Yes	16	37.2	37.2	100.0
Total	43	100.0	100.0	

Are or would be deterred by being asked not to take images

	Frequency	Percent	Valid Percent	Cumulative Percent
No	11	25.6	25.6	25.6
Yes	32	74.4	74.4	100.0
Total	43	100.0	100.0	

Only 37.2 percent of respondents reported that they would be deterred by having to use illegal software, but 74.4 percent of respondents would be deterred by someone asking them not to take images. This suggests that it is respect and not fear of the law that is important in deterrence.

**When they created their First Webpage by deterred
by Being Asked Not to Copy Images**

		Deterred by being asked not to copy		Total
		No	Yes	
When they created their first Webpage	1998		1	1
	1997		11	11
	1996	4	12	16
	1995	5	3	8
	-1994	2	5	7
Total		11	32	43

A Chi-Square test was performed on the First Page Created Date variable with the Deterred by the Creator Asking Them Not to Copy variable, the test was statistically significant ($X^2 = 9.88$, $p < .05$). It appears that people who have been creating Web pages longer, are less likely to be deterred by someone asking them not to copy their materials. I would suggest that this is probably because they have been exposed to the free for all

atmosphere of the net longer/ they came in when the dominant theme on the Web was sharing and not commercial use.

Are or would be deterred by digital watermarking

	Frequency	Percent	Valid Percent	Cumulative Percent
No	29	67.4	67.4	67.4
Yes	14	32.6	32.6	100.0
Total	43	100.0	100.0	

This item could show disdain if only 32.6% seem to care that someone would know they are infringing on copyright. However, it could also be that they do not understand the implications/purpose of digital watermarking.

Are or would be deterred by a copyright notice

	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	62.8	62.8	62.8
Yes	16	37.2	37.2	100.0
Total	43	100.0	100.0	

Are or would be deterred by simple respect

	Frequency	Percent	Valid Percent	Cumulative Percent
No	38	88.4	88.4	88.4
respect/permission	5	11.6	11.6	100.0
Total	43	100.0	100.0	

Are or would be deterred by disdain for using someone else's work instead of creating one's own

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	95.3	95.3
disdain for using someone else's work instead of creating one's own	2	4.7	4.7	100.0
Total	43	100.0	100.0	

The above measures are do not directly indicate disdain, but they do help to illustrate the respondents feelings. The second two were created from respondents' comments.

Have you encountered any of the following problems in maintaining your Simpsons/Dilbert/Star Trek pages?

Most of the items listed in this question were distracters to remove the respondents' focus from knowing they might be guilty. It was hoped that in including many innocuous answers, they might also be honest about whether they had experienced complaints or legal action. As such, distracters have not been included in the analysis.

Has been unable to get Java loaded images

	Frequency	Percent	Valid Percent	Cumulative Percent
No	43	100.0	100.0	100.0

This item is worth including because it represents one of the promising technological methods for protecting images. Yet even this author, who spends much of her time on the

web searching for answers to clients questions, has only encountered Java loaded images twice. These respondents also have not encountered Java as a problem yet. Possible biases here include the fact that this applied only to their Cartoon/TV show page and the images they use are widely distributed and widely available.

Has received copyright violation complaints about their page

	Frequency	Percent	Valid Percent	Cumulative Percent
No	41	95.3	95.3	95.3
Yes	2	4.7	4.7	100.0
Total	43	100.0	100.0	

Has experienced Legal Action/Persecution by copyright owners

	Frequency	Percent	Valid Percent	Cumulative Percent
No	39	90.7	90.7	90.7
Yes	4	9.3	9.3	100.0
Total	43	100.0	100.0	

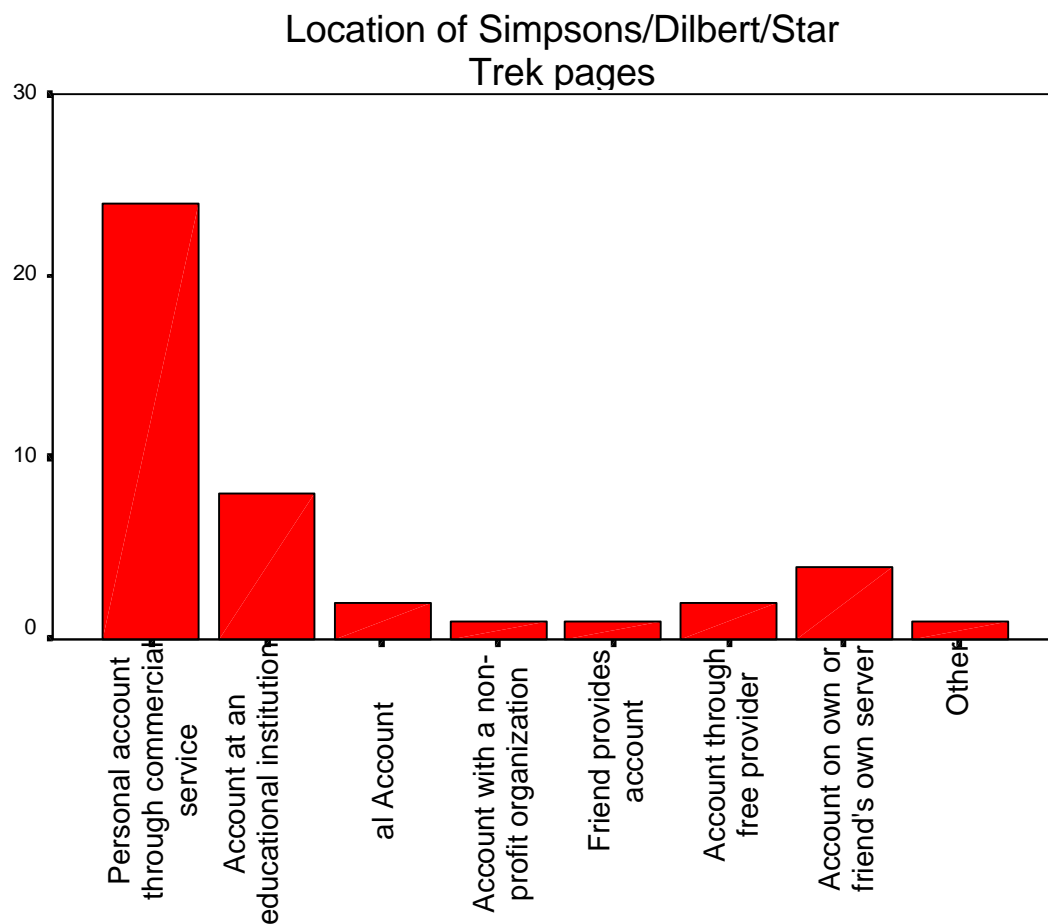
Complaints and legal action are a measure of those actually “caught”. There were only five (11.6%) respondents who reported having been caught. This is higher than Skinner and Fream’s 7.3% of respondents who reported getting caught. This higher percentage may be due to the anti-infringement campaigns that the owners of the cartoon/TV shows are pursuing. It is also possible here that others may have been caught, but not answered this question because they had perceived it to be a “problem”.

How do respondents view the Web?

Please indicate where your Simpsons/Dilbert/StarTrek web pages are located

Location

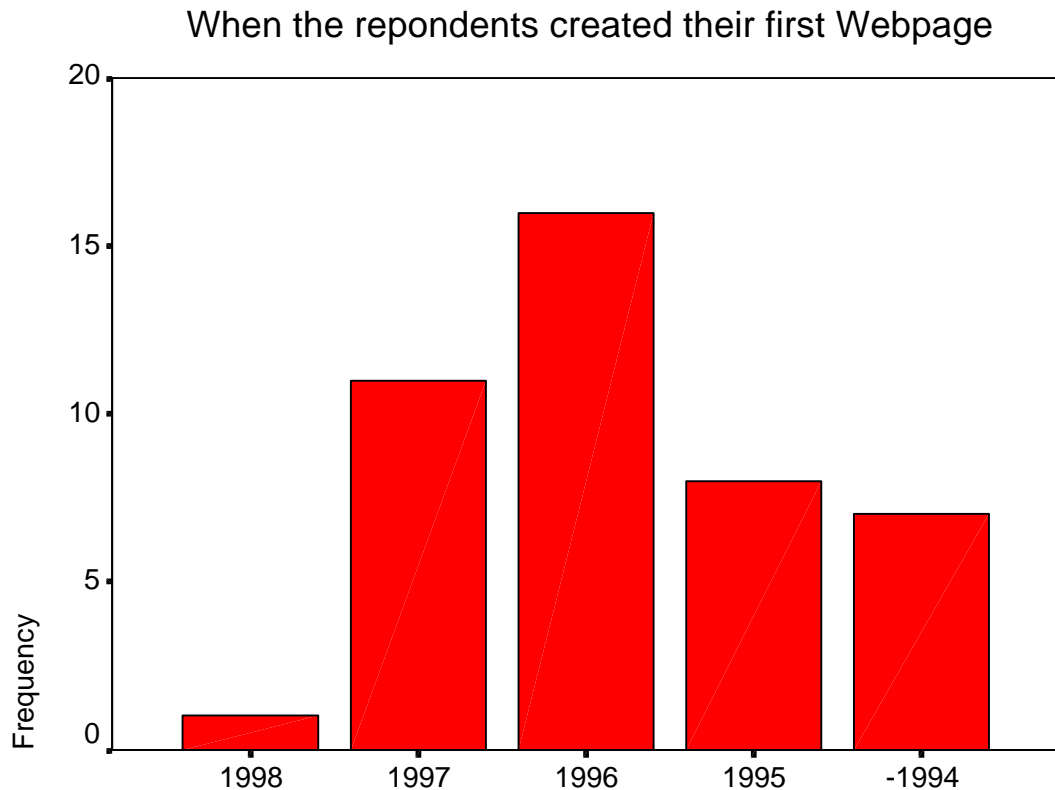
	Frequency	Percent	Valid Percent	Cumulative Percent
Personal account with commercial service	24	55.8	55.8	55.8
Account at Educational Institution	8	18.6	18.6	74.4
Business/Commercial account	2	4.7	4.7	79.1
Account with Non-Profit Organization	1	2.3	2.3	81.4
Friend provides account	1	2.3	2.3	83.7
Free provider	2	4.7	4.7	88.4
Own or Friend's Own Server	4	9.3	9.3	97.7
Other	1	2.3	2.3	100.0
Total	43	100.0	100.0	



When did you create your first web page on any topic?

When the respondents created their first Webpage

	Frequency	Percent	Valid Percent	Cumulative Percent
1998	1	2.3	2.3	2.3
1997	11	25.6	25.6	27.9
1996	16	37.2	37.2	65.1
1995	8	18.6	18.6	83.7
-1994	7	16.3	16.3	100.0
Total	43	100.0	100.0	



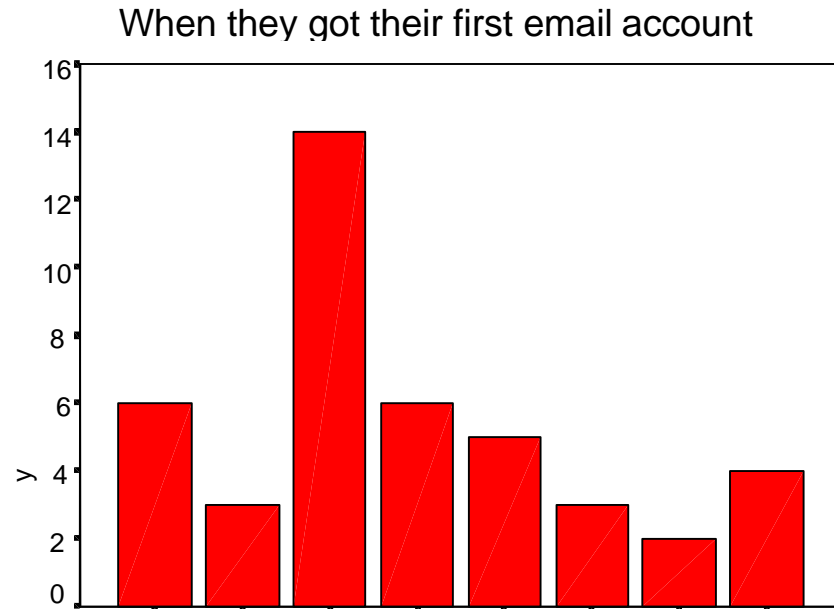
This measure is important in that there might be a possibility that those who have been involved in the Web longer, may have a different view of what the Web is which influences their behavior. Sixteen point three percent of the respondents created their first Web page on any topic in or before 1994, the year that the Web really came into popular culture. The respondents show a sharp increase in creation of first Web pages in 1995 and 1996 and then a drop in 1997, a very sharp drop in 1998 and no one reported creating their first Web page in 1999. These results are misleading in that the sample was biased towards pages that have been around long enough to be indexed by search engines or other web pages, therefore the author cannot draw any conclusions about those just entering Web authoring from this data. Respondents show a definite tendency towards entering Web authoring in 1995 or 1996, this could be due to an unknown periodicity in

Web page maintenance; after two years a page might no longer maintained and the creator may have changed email addresses. If this is true, then older pages that are still up may not be maintained and their authors may not have received the invitation to participate in this study. Or it may be that people who entered Web authoring in this time period are more likely to respond for some unknown reason.

When did you get your first email address?

When they got their first email account

	Frequency	Percent	Valid Percent	Cumulative Percent
1997	6	14.0	14.0	14.0
1996	3	7.0	7.0	20.9
1995	14	32.6	32.6	53.5
1994	6	14.0	14.0	67.4
1993	5	11.6	11.6	79.1
1992	3	7.0	7.0	86.0
1991	2	4.7	4.7	90.7
-1990	4	9.3	9.3	100.0
Total	43	100.0	100.0	



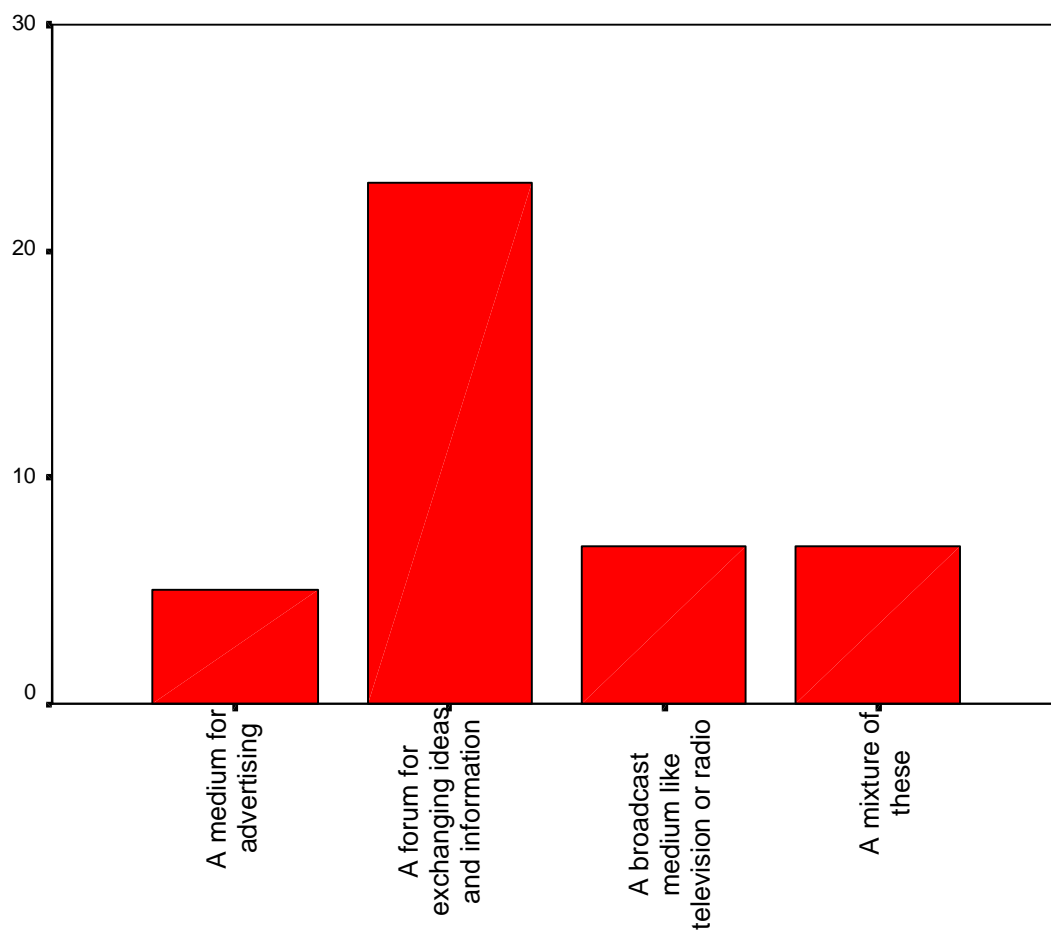
Similarly if respondents acquired email accounts early in the formation of the Internet, they might lean towards the “information wants to be free” attitude common among academics who became involved in the Internet early. However, over half of the respondents acquired email accounts after 1994 when the Web entered popular culture. It could be that the “information wants to be free” attitude was so deeply ingrained in the Web by that point that it still has an effect.

Do you see the Web primarily... as

Opinion about what the Web is

	Frequency	Percent	Valid Percent	Cumulative Percent
A medium for advertising and commerce	5	11.6	11.9	11.9
A forum for exchanging ideas and information	23	53.5	54.8	66.7
A broadcast medium like television or radio	7	16.3	16.7	83.3
Mixture	7	16.3	16.7	100.0
Total	42	97.7	100.0	

Opinion about the primary function of the Web



More than half (53.5%) of the respondents believe the web is primarily a “forum for exchanging ideas and information”. Another sixteen point three percent believe that it is “forum for exchanging ideas and information” as well as being used for other purposes. This was expected due to the fact that exchanging information is likely how the respondents are primarily using the Web. Despite the prevalence of banner ads on the Web and the popularity of commercial enterprises such as the EBay online auction and the Amazon online bookstore, only eleven point six percent said the Web was primarily for advertising/commerce. That only sixteen point three percent felt the Web was a broadcast medium is not too surprising, as the technology to really do that is still being developed.

**When they created their first Webpage by
Opinion about what the Web is**

		Opinion about what the Web is				Total
		A medium for advertising and commerce	A forum for exchanging ideas and information	A broadcast medium like television or radio	A mixture of these functions	
When they created their first Webpage	1998				1	1
	1997		6	3	2	11
	1996	1	10	3	1	15
	1995	1	5	1	1	8
	-1994	3	2		2	7
Total		5	23	7	7	42

A Chi-Square test was performed on the Web is Opinion variable with the When First Web Page Created variable, the test was not statistically significant. The author expected that people who got involved earlier would be more likely to view the Web as non-commercial, as a “forum for the exchange of ideas and information”, a democratic self-governing society. However, the question was not phrased carefully enough and many respondents may have interpreted the answer “a forum for exchanging ideas and

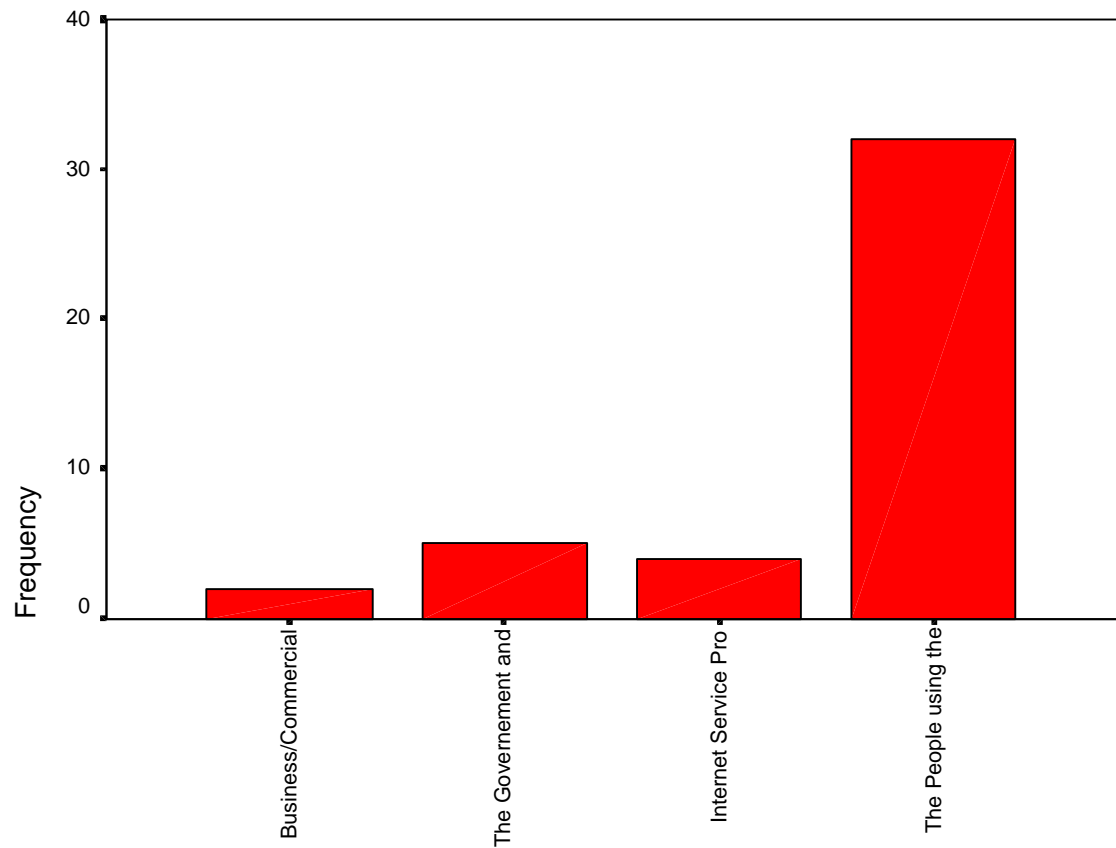
information” as verbal or more interactive conversations and not as the transfer of files which may have contained such. For most years of creating their first Webpage, those respondents opining that the Web is “a forum for exchanging ideas and information” those choosing any other category and also the other categories combined. Only when multiple years are lumped together for 1994 and before, do responses in other categories outnumber the “forum”. There are too few responses to make any other statements about other possible trends.

Who should decide what is acceptable conduct on the Web?

**Most Important Participant in Deciding
Acceptable Conduct on the Web**

	Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Business/Commercial Interests	2	4.7	4.7	4.7
The Government and the Courts	5	11.6	11.6	16.3
Internet Service Providers	4	9.3	9.3	25.6
The People using the Web	32	74.4	74.4	100.0
Total	43	100.0	100.0	

Most Important Participant in Deciding Acceptable Conduct on the Web



It was also expected that the respondents would choose the “people using the Web” as the most important participant in deciding acceptable conduct on the Web. Seventy four point four percent of the respondents believe that the “people” should have the biggest role in deciding. The second place winner is the “Government and the courts” with eleven point six percent of respondents. It would be very interesting to explore how these opinions interact with other factors in a much larger sample pool.

**Business and Commercial Interests' perceived role
in deciding on acceptable conduct on the Web**

	Frequency	Percent	Valid Percent	Cumulative Percent
0	13	30.2	30.2	30.2
1	2	4.7	4.7	34.9
2	7	16.3	16.3	51.2
3	8	18.6	18.6	69.8
4	12	27.9	27.9	97.7
5	1	2.3	2.3	100.0
Total	43	100.0	100.0	

**Government and the Courts perceived role in deciding
on acceptable conduct on the Web**

	Frequency	Percent	Valid Percent	Cumulative Percent
0	12	27.9	27.9	27.9
1	4	9.3	9.3	37.2
2	3	7.0	7.0	44.2
3	6	14.0	14.0	58.1
4	9	20.9	20.9	79.1
5	9	20.9	20.9	100.0
Total	43	100.0	100.0	

**Internet Service Providers' perceived role in
deciding on acceptable conduct on the Web**

	Frequency	Percent	Valid Percent	Cumulative Percent
0	7	16.3	16.3	16.3
1	4	9.3	9.3	25.6
2	16	37.2	37.2	62.8
3	9	20.9	20.9	83.7
4	5	11.6	11.6	95.3
5	2	4.7	4.7	100.0
Total	43	100.0	100.0	

**The People's perceived role in deciding on
acceptable conduct on the Web**

	Frequency	Percent	Valid Percent	Cumulative Percent
0	2	4.7	4.7	4.7
1	31	72.1	72.1	76.7
2	5	11.6	11.6	88.4
3	1	2.3	2.3	90.7
5	4	9.3	9.3	100.0
Total	43	100.0	100.0	

**Manufacturers' perceived role in deciding
on acceptable conduct on the Web**

	Frequency	Percent	Valid Percent	Cumulative Percent
0	17	39.5	39.5	39.5
3	6	14.0	14.0	53.5
4	8	18.6	18.6	72.1
5	12	27.9	27.9	100.0
Total	43	100.0	100.0	

**Open-ended rationale for displaying Simpsons, Dilbert
or Star Trek images on personal Web pages**

Why do you think that it is ok to display (Simpsons, Star Trek or Dilbert) images on your Webpages?

Respondents were given a text box to answer this question, in which they were able to write as much as they wished. Most respondents (35) answered this question. There was a great deal of consistency in the themes of their answers. The three most popular rationales were that such display constitutes “free advertising”, is acceptable because it is “non-profit usage” and acceptability because it is a “tribute by fans”. Interestingly, there were differences in rationales expressed by the different cartoon or TV show themes. Star

Trek appears to give fewer rationalizations overall and less Star Trek page authors express each individual rational. Tables for those rationales where there was a noticeable difference between theme groups have been included below. Please see Appendix E for Verbatim Comments

Free Advertising for the Author/Creator/Publisher

	Frequency	Percent	Valid Percent	Cumulative Percent
No	21	48.8	60.0	60.0
Yes	14	32.6	40.0	100.0
Total	35	81.4	100.0	

Advertising by Infringement Level

		Level of infringement		Total
		Low	High	
Advertising	No	12	9	21
	Advertising	5	9	14
Total		17	18	35

There is an interesting tendency for people espousing the “free advertising” rationale to be higher infringers. It might be that because they think they are doing something positive for the copyright owner that they engage in more infringement.

Advertising by Which cartoon or TV show

		Which cartoon or TV show is your page			Total
		Simpsons	Dilbert	Star Trek	
Advertising	No	7	6	8	21
	Yes	6	6	2	14
Total		13	12	10	35

Star trek page authors were the least likely to express the “free advertising” rationale, where as Dilbert and Simpsons page authors were pretty evenly split.

Advertising by When they created their first Webpage

		When they created their first Webpage					Total
		1998	1997	1996	1995	-1994	
Advertising	No	1	4	7	5	4	21
	Yes		4	6	2	2	14
Total		1	8	13	7	6	35

Respondents entering Web authoring before 1997 show a tendency not to express the “free advertising” rationale. Those entering in 1995 and 1994 are twice as likely not to express this rationale.

Advertising by Opinion about what the Web is

		Opinion about what the Web is				Total
		A medium for advertising and commerce	A forum for exchanging ideas and information	A broadcast medium like television or radio	Mixture	
Advertising	No	3	10	2	5	20
	Advertising	1	9	3	1	14
Total		4	19	5	6	34

Respondents expressing “free advertising” were also more likely to say the “people using the web” should be the most important participants in deciding acceptable conduct on the Web.

Usage is not for profit

	Frequency	Percent	Valid Percent	Cumulative Percent
No	22	51.2	62.9	62.9
Yes	13	30.2	37.1	100.0
Total	35	81.4	100.0	

Non-profit by Which cartoon or TV show

		Which cartoon or TV show is your page			Total
		Simpsons	Dilbert	Star Trek	
Non-profit	No	7	7	8	22
	Non-profit	6	5	2	13
Total		13	12	10	35

Here again Star Trek page authors are the least likely to express the “non-profit” rationale.

Fan or Tribute usage; serves to express admiration and gratitude

	Frequency	Percent	Valid Percent	Cumulative Percent
No	25	58.1	71.4	71.4
Yes	10	23.3	28.6	100.0
Total	35	81.4	100.0	

Images have been modified and are not the “same” images

	Frequency	Percent	Valid Percent	Cumulative Percent
No	31	72.1	88.6	88.6
Yes	4	9.3	11.4	100.0
Total	35	81.4	100.0	

Here the respondents’ logic is contrary to what copyright says about derivative works. They are in violation of copyright if they are doing this unless their usage is a parody.

Modification by Which cartoon or TV show

		Which cartoon or TV show is your page			Total
		Simpsons	Dilbert	Star Trek	
Modification	No	13	11	7	31
	Modification		1	3	4
Total		13	12	10	35

Star Trek the most likely theme group to give this rationalization. This may be due to the fact that they as a group put a great deal of effort into creating new images based of the computer control panels from Star Trek.

Images are public domain by virtue of the cartoon or TV show's popularity

	Frequency	Percent	Valid Percent	Cumulative Percent
No	34	79.1	97.1	97.1
Yes	1	2.3	2.9	100.0
Total	35	81.4	100.0	

Although only one Simpsons page author actually voiced this specifically, it does echo a sentiment that floats around on mailing lists and Web pages. The sentiment is that just as famous people do not have the fright to control use of their faces because they are such a part of the culture, so the Simpsons should also be “public domain”.

Private use; not meant for others to view

	Frequency	Percent	Valid Percent	Cumulative Percent
No	33	76.7	94.3	94.3
Yes	2	4.7	5.7	100.0
Total	35	81.4	100.0	

**Credit given to Author or Creator and/or
Original Copyright has been reproduced with the image**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	28	65.1	80.0	80.0
Yes	7	16.3	20.0	100.0
Total	35	81.4	100.0	

It is surprising that more respondents did not express this rationale considering that thirty seven point two percent believed that it was ok to “distribute copies if you don’t profit from it and you give credit to the original owner/creator”.

Archiving images which are not available elsewhere

	Frequency	Percent	Valid Percent	Cumulative Percent
No	29	67.4	82.9	82.9
Yes	6	14.0	17.1	100.0
Total	35	81.4	100.0	

Anything on the Web is free for all

	Frequency	Percent	Valid Percent	Cumulative Percent
No	34	79.1	97.1	97.1
Yes	1	2.3	2.9	100.0
Total	35	81.4	100.0	

Parody or other fair use provision

	Frequency	Percent	Valid Percent	Cumulative Percent
No	32	74.4	91.4	91.4
Yes	3	7.0	8.6	100.0
Total	35	81.4	100.0	

Here only those rationales, which really fall under fair use, were included. Those who claim fair use were not included unless they actually expressed some part of a true fair use.

Three people did have fair use explanations. There aren't enough respondents to make any assumptions about these versus other explanations for high or low infringement.

Self rated knowledge by Parody/Fair Use

		Parody/Fair Use		Total
		No	Parody/Fair Use	
Self Rated knowledge	Don't know anything	1		1
	Don't know much	16		16
	Pretty knowledgeable	14	3	17
	Expert	1		1
Total		32	3	35

However, all those expressing fair use of parody as a rationale were in the pretty knowledgeable category.

Most Important Participant in Deciding Acceptable Conduct by Parody/Fair Use

		Parody/Fair Use		Total
		No	Parody/Fair Use	
Most Important Participant in Deciding Acceptable Conduct on the Web	Business/Commercial Interests	1		1
	The Government and the Courts	4		4
	Internet Service Providers	3		3
	The People using the Web	24	3	27
Total		32	3	35

All three respondents thought that “people using the Web” should have the most say in deciding acceptable conduct on the web.

The following table summarizes all the different combinations of rationales that were expressed by respondents.

Total rationales expressed

	Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Advertising	2	4.7	5.7	5.7
Advertising, Non-Profit	3	7.0	8.6	14.3
Fan/Tribute	1	2.3	2.9	17.1
Advertising, Fan/Tribute	1	2.3	2.9	20.0
Advertising, Non-Profit, Fan/Tribute	5	11.6	14.3	34.3
Modification	4	9.3	11.4	45.7
Public domain by popularity	1	2.3	2.9	48.6
Non-profit, Private use	1	2.3	2.9	51.4
Credited Creator	1	2.3	2.9	54.3
Advertising, Credited Creator	3	7.0	8.6	62.9
Non-Profit, Credited Creator	1	2.3	2.9	65.7
Fan/Tribute, Credited Creator	1	2.3	2.9	68.6
Non-profit, Fan/tribute, Credited Creator	1	2.3	2.9	71.4
Archiving	3	7.0	8.6	80.0
Non-profit, Archiving	1	2.3	2.9	82.9
Non-profit, Fan/Tribute, Archiving	1	2.3	2.9	85.7
PrivateUse, Archiving	1	2.3	2.9	88.6
Anything on the Web is free for all	1	2.3	2.9	91.4
Parody/Fair use	3	7.0	8.6	100.0
Total	35	81.4	100.0	

Conclusion

We as librarians can no longer point a user to the photocopier and shut our eyes. Our information resources are migrating to the Web and we are finding them there with their attendant licenses; licenses that require that we gateguard and monitor usage. Another development is that libraries are providing email and Web access and some are even providing the servers to store users' accounts. Libraries in these cases therefore become Internet Service Providers, which may increasingly be held accountable for users' behavior. It may become important us as librarians to be able to understand motivations for copyright infringement in order to be able to effectively educate our users about copyright.

What we have learned from this study is that although there were some differences between Cartoon/TV show groups, all four factors that the research question sought to investigate are present in these respondents. Respondents all exhibit perceived anonymity, tendency towards more convenient forms of acquisition, and disdain. Almost all respondents, except for the one "expert" exhibit ignorance. Even the expert exhibited disdain in disagreeing with what he knows to be copyright law.

No conclusions about infringers versus non-infringers can be drawn from this study, as only infringers were included. However, it was possible to look at high versus low infringers. All four factors appear to be present in varying degrees and combinations. It is not just one of these aspects that keeps people from obeying copyright law. No evidence

was found that supports the overwhelming dominance of any one of ignorance, disdain, ease or anonymity as a cause for lower or higher infringement among these respondents. There were not enough respondents to be able to look at predominance of certain of these four items over others under certain conditions.

It may very well be that Students and Computer/Information Professionals are more likely to infringe, but that cannot be concluded from this sample, as there are undoubtedly more representatives of these groups on the Web. According to the results of this study when these groups do infringe (at least in these fan page situations), they are more likely to be less infringing. Although it is possible that further study might show other patterns, the fact that their infringement is at a lower level in this study lends support to education as a strong deterrent. Technological deterrents, although only lightly touched upon in this study, did not have an overwhelming deterrent effect. Legal deterrents similarly, do not show a strong deterrent effect.

Although this study has not shown that respondents are completely ignorant of consequences, they are generally somewhat ignorant of the purposes, benefits and details of copyright law. They do know that not everything is fair game and that profiting from illicit use matters. It is interesting that they do put thought into their actions and are definitely drawing moral lines here. Can we claim that they do not have morals because their morals differ from what is legally acceptable? The respondents express a number of rationales for their actions, whether or not they are ignorant.

The findings in this study agree with Skinner & Fream rather than Hollinger on whether perceived risk makes a difference in infringement; perceived risk does not show an effect for these respondents. Although the respondents were mostly male no conclusion about males' possibly stronger tendencies toward higher infringement can be made and so neither Hollinger's nor Skinner & Fream's conclusions could be tested. In contrast to Hollinger's results, age was not a significant factor in infringement level in this study. Skinner & Fream suggested education as an effective preventive tool for computer crime. Based on the results of this study on Web authors, this researcher believes that libraries should consider education of their users about practical copyright law.

The empirical study of copyright infringement on the Web is a neglected area. The area of Web crime is also constantly changing and evolving and looking at these changes over time could provide much insight as the Web matures. Even the two studies referred to in the literature review both concentrated on local computer usage. There is a plethora of opinion and experts predicting and prescribing in a number of different directions, but these opinions have not been backed up by empirically examining the situation. Future studies should endeavor to study more fan based pages, as they are relatively easy to locate and define. Non-infringers and infringers should be compared. It is expected that such research will bring to light that technology and fear of the law are not the biggest deterrents, but rather that respect for the social benefit of law.

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Appendix A:

Email Invitation

Each invitation was labeled either Simpsons or Dilbert or Star Trek and the URL to the page in question was included in the subject line. Each group of low medium and high infringers was given a unique URL so that the survey could remain anonymous and still track infringement level.

From: burgt@ruby.ils.unc.edu
Date: Thu, 1 Jul 1999 20:33:36 -0400 (Eastern Daylight Time)
Subject: Urgent: questions about your Star Trek page:
<http://www.unc.edu/noonehome.html>
To: someone@unc.edu

Hi,

My name is Tara Burgess and I am a Master's student in Library and Information Science at the University of North Carolina at Chapel Hill.

I am doing research on the copyrighted content of Webpages and am using Simpsons, Dilbert and Star Trek pages as a basis for my research.

Would you please consider taking a few minutes to voice your opinions by filling out my online survey by July 9th at <<http://www.ils.unc.edu/~burgt/rip.htm>>.

Thank you,

Tara Burgess

Appendix B:

Cover Letter

The cover letter gave a more detailed introduction to the study and served as a consent form. The cover letter contained a link to the group specific survey form.



Dear Web Denizen,

I am conducting a survey on the perception and practice of copyright on the Web. I am very interested in hearing your opinions on copyright on the Web. Your willingness to share your opinions will be of value not only to my research, but may provide a better understanding of the common perception of copyright.

I am a master's degree candidate at the School of Information and Library Science (SILS) at the University of North Carolina at Chapel Hill and this study will be the core of my master's paper. I am asking the authors of personal web pages who have Simpsons, Dilbert or Star Trek images on their pages to assist me in my master's by voluntarily completing the questionnaire form found at <http://www.ils.unc.edu/~burgt/drg.htm>.

I guarantee that all information gathered from this questionnaire will be anonymous and will be kept in strictest confidence. The data will be presented in summary form only in my master's paper, with no identifying information linked to responses for any question. Your participation is completely voluntary; there is no penalty for not responding. You can view the survey and decide not to respond

for any reason and you may also decide not to respond to certain questions. Your submission of the questionnaire form will be taken as an indication of your consent to participate. Please do not enter your name in the questionnaire form. To avoid multiple responses from any one person, IP addresses will be logged, but the addresses will be discarded before data analysis. The data from the form you submit will be entered into a spreadsheet without your IP address, then the original form data will be destroyed. There will be no cookies nor any other way of identifying individuals.

For questions regarding this questionnaire or the confidentiality thereof, please do not hesitate to contact me at (919) 967-0530 or by email at burgt@ils.unc.edu. You may also address concerns to my advisor, Dr. Gregory Newby, at 200 Manning Hall, Campus Box #3360, UNC Chapel Hill, NC 27599-3360; telephone (919) 962-8064; email address: newby@ils.unc.edu. Your questions or concerns about your rights as a research subject may be answered by:

David A. Eckerman, Chair Academic Affairs
- Institutional Review Board
CB#4100, 300 Bynum Hall
University of North Carolina at Chapel Hill
Chapel Hill, NC 27514
(919) 962-7761
email: aa-irb@unc.edu

I appreciate your input as an active denizen of the Web and I estimate that this survey should take no longer than 15 minutes for you to complete. Please contact me regarding any concerns, or if you have further questions. Please note that I am only allowed to use responses from those **over 18 years of age**.

To continue on to the questionnaire form, [please click here](#).

7

**PLEASE SUBMIT THE COMPLETED QUESTIONNAIRE FORM BY
JULY 9th, 1999**

Thank you,

Tara Burgess
burgt@ils.unc.edu

Appendix C

The Questionnaire

Thank You for participating!

This survey is completely anonymous, nothing you say will be attributable directly to you. You may skip any questions you do not want to answer.

For questions with round checkboxes, please choose the best answer. ☒

For questions with square checkboxes, please check all that apply. ☒

1. **Please identify the primary comic, cartoon or TV show theme of your pages:**

☐ The Simpsons ☐ Dilbert ☐ StarTrek

2. **Have you created other webpages *devoted* to particular tv shows, cartoons, comic strips, movies, music groups?**

☐ Yes ☐ No

3. **Please indicate where your Simpsons/Dilbert/StarTrek web pages are located**

- ☐ Personal account with a commercial service such as Mindspring
☐ Educational Institution
☐ Business/Commercial Account
☐ Non-profit organization
☐ Military
☐ Other

</

4. **When did you create your first web page on *any* topic?**

- ☐ 1994 or before
☐ 1995
☐ 1996

- ☐ 1997
- ☐ 1998
- ☐ 1999

5. **When did you get your first email address?**

- ☐ Before 1990
- ☐ 1990
- ☐ 1991
- ☐ 1992
- ☐ 1993
- ☐ 1994
- ☐ 1995
- ☐ 1996
- ☐ 1997
- ☐ 1998
- ☐ 1999

6. **How many email addresses do you currently have?**

7. **How many email addresses do you currently use?**

8. **Do you see the Web *primarily...* as**

- ☐ A medium for advertising and commerce.
- ☐ A forum for exchanging ideas and information.
- ☐ A broadcast medium like television or radio.
- ☐ Other, please explain

9. **Who should decide what is acceptable conduct on the Web?**

Please rate the group which should have the *most* responsibility with the number 1. Please choose each ranking number only once. If you do not think a group should be involved in deciding at all, please leave that group unranked.

- ☐ Business/Commercial Interests
- ☐ The Government and the courts
- ☐ Internet Service Providers
- ☐ The People using the web
- ☐ Computer/Software Manufacturers

10. How would you rate your knowledge of copyright?

- ☐ Expert
- ☐ Pretty knowledgeable
- ☐ Don't know much
- ☐ Don't know anything about it

11. What is/are the purpose(s) of copyright? (please check all that apply)

- ☐ To protect the author's/creator's financial and intellectual rights
- ☐ To protect the publisher's financial rights
- ☐ To encourage production of intellectual works for the benefit of society
- ☐ To strike a balance between these rights in order to benefit all concerned
- ☐ Other, please explain

12. What are your opinions of copyright on the web?(please check all that apply)

- ☐ Anything posted to the web is fair game for any type of use
- ☐ Anything without a copyright notice is fair game for any type of use
- ☐ All images are copyright protected and one should not take anything for use on ones own web page without express permission of the owner.
- ☐ The web is a free medium and copyright law does not apply.
- ☐ Copyright infringement is a "victimless crime."
- ☐ Other, please explain

**13. According to United States copyright law:
(please check all that apply)**

- ☐ Everything, once in a fixed form, is copyrighted.
- ☐ You may make personal copies of any materials for your own use.
- ☐ You may make personal copies of any materials you own for your own use.
- ☐ You may distribute copies if you don't profit from it.
- ☐ You may distribute copies if you don't profit from it and you give credit to the original owner/creator.
- ☐ Unless something has a copyright notice, it is not copyrighted and may be copied and used at will.
- ☐ Copyright law does not apply to the Web

14. How likely do you think it is that you could get in trouble for using copyrighted images?

- ☐ Very likely
- ☐ Likely
- ☐ Not too likely
- ☐ Not likely at all

15. According to your knowledge of US copyright law, possible penalties for infringement of copyright are...(please check all that apply)

- ☐ Letters asking you to stop
- ☐ Removal of your web sites from the Web by your Internet service provider
- ☐ Your Internet service provider refusing you all services
- ☐ Imprisonment
- ☐ Fines
- ☐ Court awarded monetary damages
- ☐ Other, please explain

16. Who benefits from the copyright law? (please check all that apply)

- ☐ The author or creator

- ☐ The publisher
- ☐ Lawyers
- ☐ Yourself
- ☐ Society
- ☐ Other, please explain

17. **How easy for the original creator or owner of an image to find out where it is being used on the Web?**

- ☐ Very easy
- ☐ Pretty easy
- ☐ Not too hard
- ☐ Hard
- ☐ Impossible

18.

In your opinion...	According to copyright law...	Are any of the following true? (please check all that apply)
<input type="checkbox"/>	<input type="checkbox"/>	It is ok to copy anything from the web.
<input type="checkbox"/>	<input type="checkbox"/>	It is ok to copy anything on the web that doesn't say you can't.
<input type="checkbox"/>	<input type="checkbox"/>	It is ok to copy anything on the web that doesn't have a copyright notice.
<input type="checkbox"/>	<input type="checkbox"/>	It is ok to use other people's work if you aren't profiting from it.
<input type="checkbox"/>	<input type="checkbox"/>	It is ok to use other people's work on my own personal pages.
<input type="checkbox"/>	<input type="checkbox"/>	Copyright law does not apply to the Web.

19.

20.

In your	According to	from which sources it is ok to display images on
---------	--------------	--

opinion...	copyright law...	your personal web pages? (please check all that apply)
<input type="checkbox"/>	<input type="checkbox"/>	Pictures, videos, books, etc. that you own
<input type="checkbox"/>	<input type="checkbox"/>	Any pictures, videos, books, etc.
<input type="checkbox"/>	<input type="checkbox"/>	Any non-commercial web site <i>without explicit notices</i> that images may not be taken
<input type="checkbox"/>	<input type="checkbox"/>	Any non-commercial website that <i>has explicit notices</i> that images may not be taken
<input type="checkbox"/>	<input type="checkbox"/>	Official Simpsons/Dilbert/Star Trek web site
<input type="checkbox"/> <input type="text"/>	<input type="checkbox"/> <input type="text"/>	Other, please explain

21.

22. **Of the Simpsons/Dilbert/Star Trek images on your web pages, do you have..?(please check all that apply)**

- ☐ Images from another webpage
- ☐ Images scanned or captured by friends
- ☐ Images you scanned or captured
- ☐ Images you created

23. **What would or does deter you from using images found on a webpage?(please check all that apply)**

- ☐ Digital watermarking of images identifying the creator/owner
- ☐ If getting an image from a webpage entailed more than right clicking
- ☐ If you had to use illegal software to get at an image from a webpage
- ☐ A law prohibiting using others' images on the web with out their permission
- ☐ A copyright notice
- ☐ A notice on the page asking explicitly that you not use their images
- ☐ Other, please explain

24. **Have you encountered any of the following problems in maintaining your Simpsons/Dilbert/Star Trek pages?(please check all that apply)**

- ☐ Image deterioration
- ☐ Unable to get at Java loaded images
- ☐ Not enough time to maintain the site
- ☐ Complaints about copyright violations
- ☐ Broken links to other related sites that have disappeared
- ☐ Legal action/Persecution by copyright owners
- ☐ Other, please specify

25. **Why do you think that it is ok to display (Simpsons, Star Trek or Dilbert) images on your webpages?**

26. **How many hours per week do you spend on the Internet?**

- ☐ 0-5
- ☐ 5-10
- ☐ 10-15
- ☐ 15-20
- ☐ 20-25
- ☐ 25-30
- ☐ 30-35
- ☐ 35-40
- ☐ more than 40

27. **What is your occupation?**

- ☐ Student
- ☐ Professional/Managerial
- ☐ Customer Service Professions

- ☐ Sales
- ☐ Military/Law Enforcement
- ☐ Computer/ Information Professions
- ☐ Technical
- ☐ Retired
- ☐ Other, please specify

28. What is the highest level of education that you have completed?

- ☐ Grade school
- ☐ High school
- ☐ College
- ☐ Graduate school

29. What is your gender?

- ☐ Male ☐ Female

30. What is your age?

- ☐ under18
- ☐ 18-22
- ☐ 23-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 and over

[Submit your comments now](#)

Thank you for sharing your knowledge and opinions!

Appendix D:

Verbatim Comments of Respondents

Question numbers

3	Location of infringing Web page:
8	Web is primarily
11	Purpose of Copyright
12	Opinions of Copyright on the Web
15	According to Copyright Law
19o	Opinion of which sources are ok to take images from
29k	Knowledge of which sources are ok to take images from according to U.S. Copyright Law
21	Other deterrents
22	Other problems encountered
23	Rationale for why it is ok to display Simpsons/Dilbert/Star Trek images

Survey #	Question #	Comments
3	3	Friend's server
18	3	Personal account through a friend
109	3	A friend of mine owns an ISP and lets me put a few machines down at this place for stuff like this
112	3	Entertainment
113	3	Friend's server
5	8	The eventual medium of exchange; ideas, products, formation of ideas

Survey #	Question #	Comments
15	8	Combination of the first two choices. E-commerce and reference resource.
17	8	Recreation and personal research
56	8	A mix of all of the above
101	8	A way of meeting other losers like yourself
104	8	b AND c. As well as a place to find information (like movie listings, etc.) and a valuable research tool [forum and broadcast]
105	8	The Web (read: Internet) is a network of computers. What it is used for is as individual as the people who are on it.
108	8	The internet is basically like the encyclopedia of technolgy. Anything you can ever imagine, most likely has a page about it somewere, though some are very graphic, but most is very usefl and fun
104	11	To give credit where credit is due
108	11	To me a copyright right is like, when people make something, and they poor heart in soul into it, you don't wontsome one hijaking it and distributing it with your name on it, it is a delicate thing to talk about, (FOR SOME)
2	12	As long as the copyright is displayed, and the image is used in a non business manner, use on a personal web page should be permissable.
3	12	Personally, if a web page is not making money, then I see it as "I'm showing this to my friends" for their enjoyment. If I am notified that the copyright holder wants something removed, I will immediately comply. I don't know if this really answers the question, but I do feel that copyright holders should be able to say is their property can be used on a web site - I'll just do it as long as I can get away with it...
12	12	However, one should take into account if the use is for profit or not
15	12	For small web sites (fewer than 50 visitors per month), duplication of copyrighted material is equivalent to photocopying a comic and handing it out to friends because you liked it. For large sites (more than 50 visitors per month) it is infringement.
22	12	The laws governing copyright in the printed world govern copyright in the "electronic" realm as well.
51	12	Copyrights on the pictures borrowed from the web for non-profit pages should not apply
55	12	Also if it says free, then permission should not apply
102	12	Copywrite on the web should be like copywriting of materials or programs. There should not be a problem with putting information, names, or in some cases pictures on a web page as long as the owner of the page is not using that page for any type of profit. If someone used a picture of Homer Simpsons as the header of his/her business page or on an informational banner and didn't uptain permission from the owner of the Simpsons, then he/she would be in copywrite infringments. But posting a page on the Simpsons and putting pictures of the different characters on that page for "entertainment" purposes or for free information for

Survey #	Question #	Comments
		everyone should not be under the copywrite laws.
104	12	Sometimes, it is virtually impossible to get the “express permission of the owner,” so I feel that as long as you credit the source and don’t try to pass it off as your own, then you should be ok. Just like writing a report or a research paper. Use a bibliography.
105	12	There are clauses where copyright does not apply, such as fair use and parody. Everything else IS covered under copyright law, whether or not, unless it’s explicitly stated that it’s for free usage.
106	12	If I make no profit, “they” lose nothing, but gane advertising.
109	12	I personally feel that something like a simpson site or Star Trek and whatever it may be, as long as its not used to make money or to increase traffic for your site, should be allowed, as long as I don’t profit in any way without written consent from the owner, but just display pictures and sound clips from a tv show to express how much you enjoy that show should be allowed
3	15	No knowledge...
105	15	There are not many example cases to look to yet, so Web Copyright Law is still undefined. That’s why there’s so much confusion, and it’s probably why you find this interesting.
107	16	Although I don’t know, if I ever had something worthy of copywrihting, I am glad to know that there are laws protecting my financial and creative interests.
8	19k	Only use material when given permission
15	19o	Any site that grants explicit permission to duplicate images.
15	19k	Any site that grants explicit permission to duplicate images.
22	19o	Images that are provided for display on other web pages (e.g. those that link back to the page, like netscape promos)
22	19k	Images used in contextual use from sources personally owned
51	19o	Any source not copyrighted, assuming it is not used for profit
105	19o	This and the above question are too black and white for me to answer. Without “intent”, you can’t determine any of these.
108	19o	Most pictures when it comes down to it, if you email a a designer of such a copyrighted project, but give them credit and or a link to there page on your page, then most of the time it is not a bother, as long as you get some sort of consent.
3	21	I just don’t do it out of respect for that web master, plus I’d be copying what they already had- who needs redundancy on the Web?
56	21	I would not without permission.
105	21	What’s the point of ripping off of another Webpage? If it’s already out there, why bother? The only thing that deters me is that I like to be creative, original, I see no point in rehashing what other people have done.
107	21	A copyright notice would probably only stop me if I didn’t think that putting the image on my fan page was a benefit for the creators. I have simple Simpson’s fan page, that compliments, and promotes the show, and

		creators, even if it doesn't encourage anyone else to watch the show who
108	21	I know this will sound corny, but if they have notice saying you know don't steal my stuff, then I don't I am an artist, and images that I scan in, I don't want anyone taking it, unless I give them consent
110	21	Common Decency
114	21	I would ask first for permission
106	22	Letter from a law firm stating that I was to removed all sounds and videos, and place disclaimer and copyright notices on every page with a Simpsons image on it. And that failure to do so would cause them to take legal action.
2	23	I included the images as a "tribute" to the Dilbert view of both my wife's and my profession. I displayed the images intact and included the copyright notice. I am not advertising the availability of my pages with any commercial intent.
3	23	I maintain about 5 other sites that are more popular and interesting... I'm not making any money off the web sites (no ads), and I don't submit the page to search engines or anything – it's just linked from my main personal page.
4	23	I am promoting their product and indirectly generating additional revenue for them. If I was trying to earn money from their copyrighted materials, that would be wrong, but I'm only helping them, and thus should be left
5	23	It is obvious that the info/images came from an official source and I am not claiming that they are of my origin.
6	23	In my opinion, what most of these sites do is Not okay. The difference between theirs and mine is that they steal and display explicitly copyrighted images, while I do not. However, I do believe there is a need for more freedom for such sites to simply exist. Paramount, for example, would like to eliminate all personal Web sites even related to Star Trek, whether or not they use copyrighted material, because they believe the whole Star Trek genre of literature is exclusively theirs. I believe this is where corporations are wrong. They may have originated a certain work of literature, but they cannot claim ownership of any public discussion of it, or of other art or literature inspired by theirs. The existence of Web sites like mine is little more than a public discussion on a work of literature. As long as I do not steal what is explicitly theirs (i.e. images, text, video or sound files) I believe I should be able to maintain my site on the Web.
7	23	The original images were altered to create new ideas while using the old images merely as a background.
8	23	Yes, the ones that I create. I have taken digital pictures of Dilbert productions and asked United Media for permission

Survey #	Question #	Comments
10	23	Because the images that I have displayed were specially created by the author for fan based web pages. They are free for use by anyone.
11	23	Fair use, we are only helping to promote the series.
12	23	I am doing it to express my admiration for the products involved, and there is no profit from it. Also, I in no way take away from the involve parties commercial interests or intellectual credit, in a way it is free advertising for them.
14	23	Actually, I'm surprised you located me for this survey because I have pulled all the above related material from the server.
15	23	Strips are newspaper clippings that are now out of print. The portion of site serves as a "mini-archive" or personal favorites for a few numbers of
16	23	I am not profiting from it nor do I care to. It is like free advertising for the creator
17	23	I just linked to images hosted on another page. I figured if they were illegal the party hosting the images would be (and was) asked to remove them. As such, the images are no longer on the web page.
18	23	Because it is advertising for the shows
19	23	They are freely available over the tv anyway
20	23	<p>I primarily post a few sound clips from the Simpsons... and don't feels that there is a problem since I'm not harming the ability of the creators or the publishers of the cartoon to make money. If they were in the business of selling sound clips, then I would stop...but they aren't. Also, if I were asked to stop by the original creators or publishers, I would stop. I don't see a problem if a web site is filling in a gap left by the author as opposed to competing with the author of the work. Most of the copyright litigation involving the wen is strictly for the benefit of the lawyers, not the creators of the Simpsons, Star Trek, Dilbert, etc. For instance, there was a woman who was forced to remove her free Simpsons icon package from the internet... I doubt Matt Groening ever saw a benefit from that whole mess.</p> <p>However, posting copyright material of anykind, with the intention of using it to make money is wrong. Some people feel that because they're not selling the pics or whatever, it's ok, but they're still getting \$\$ from banner ads, etc. – I hate banner ads!</p>
21	23	If it's on the Web it is free for all.
22	23	My site is a criticism of Dilbert. My images are used as a parody of the message Dilbert sends.
23	23	There is little harm done to the parent company, although when asked to desist, I would.
51	23	I do not use them for profit. I see it as an expression of my personal tastes, and also a free advertisement for Star Trek
52	23	As a fan of Star Trek, it is a help to the official Star Trek to have fans that want to help advertise. We show our enthusiasm for the Series.

Survey #	Question #	Comments
53	23	My sites are for informational purposes only and give copywrite notice to the rightful owners
54	23	As long as I do not defame the original content in any way and provide a notice about the original copyright, I believe that it is okay to borrow copywritten images. In the end, it basically amounts to free promotion for the copyright holders.
55	23	To make the Webpage look nicer. I think that the picture of these characters also shows a personality that show who the creator is, and the creator's interest. I agree with not using the images on a Webpage that I did not have permission to use, but if I do have permission, I think I'm promoting these characters and giving due credits to the creators, therefore I do not take credits for the characters or the shows.
56	23	Almost all of the images I use are my own photos or scans of merchandise, such as toys. The remainder are photos loaned to me by the copyright holder. As such, all photos fall under fair use.
101	23	Cos people want em. Fox is a pandering bunch of greedy tools.
103	23	My site promotes the sale of other material that otherwise would not be sold.
104	23	Perhaps it is not ok. But as long as I am not profiting from it and as long as I credit sources, my conscience is clean I am not claiming any work to be my own.
105	23	It doesn't take a lawyer to know copyrights are copyrights. However there are instances when copyrights may be "violated" so to speak, without the permission of the owner(s). Parody, and fair use are two such instances. I believe that because the Simpsons is in a broadcast medium, and because of the popularity of the show, that there is a certain level of "fair use" that would apply. The other (bigger) is intent. If you are using a copyright that falls under fair use clause, FOR PROFIT, , then that rightfully is illegal. However a lot of what we are doing is really chronicaling (is that a word) the end of the 20 th century. There's an excellent quote in the Simpsons where one character is complaining about a show, and that the last episode is the "worst episode ever" and that he feels that the writers "owe him" a great show every time. Bart's reply is "what right do you have to complain about the show? They've given you countless hours of entertainment for free, if anything, you owe them". And he's right. And this is how people in this day and age can give back to the show.
106	23	I make no profit, I do the work, and Fox gets valuable advertising for free at my expense.
107	23	Cut & Paste the comment I put for #21. Basically, the images are being used in a promotional forum, not in either a monetary or degrading way. [A copyright notice would probably only stop me if I didn't think that putting the image on my fan page was a benefit for the creators. I have

		creators, even if it doesn't encourage anyone else to watch the show who
108	23	Basically with the three shows you have chosen , it really isn't a cpyright thing, unless an independent artist has made Simpsons characters or what not, they are all fan based, and the creators, in my opinion (which really doesn't matter) gives them a push toward there creations, I am sure at least there is one picture of a copyed image on all the Simpsons pages, and or Dilbert and Star Trek, just give the artist credit, and if it askes for consent get it before stealing ones creations
109	23	First of all, I profit in NO way from my Webpage, all im trying to do is share with other people something that I enjoy very much, second, its great advertising for Fox and the Simpsons.
110	23	All of the images I use were generated in-house with substantial effort made not to infringe while still maintaining the overall feel
111	23	It is non-profit. It's a fan site. I make no money from it. In fact, I am helping the creators of Dilbert by stirring more interest in the show.
112	23	So that other people out there can enjoy pictures from my personal collection
113	23	I am not making any money with my web page, and I am sharing pictures that anybody could get by the same means that I did, if they wanted to spend time on it.
114	23	Most of the work on my page are original works by others.